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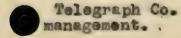
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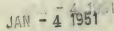
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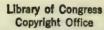
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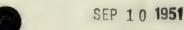
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Should our children be deprived of any
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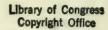
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Keeps ice - ice. (Vacuum ware)
Sheet. © The American Thermos Bottle Co.; 25Jun50; KK50266.

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There's no coffee like home coffee take it wherever you go. (Vacuum
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APR 1 9 1950

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Sheet. () The American Thermos
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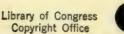
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[New York, Printed by Charles Francis
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36 1/2 x 19 cm. (Star book 42)
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illus. (Its Star book no. 90)
cAppl. author: John von Benten
Bade: © The American Thread Co.;
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Appl. author: John Von Benten

Bade. © American Thread Co.;

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cAppl. author: John von Benten Bades

The American Thread Co.; lJul52;

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illus. (Its Star book no. 87)

[Appl. author: John von Benten Bade]

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15 p. Appl. author: John von
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Thread Co.; 1Jul53; A101101.

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AA125904.

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© The American Thread Company; 15Jul49; AA125904.

Reprinted Aug 25, 2004

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Flower edgings. 15 p., illus.

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American Thread Co.; 15Sept9;

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Gallery of crochet and knitting.

15 p. illus. (Its Star book no.

89) [Appl. author: John von Benten
Bade] © The American Thread Co.;

8Jan52; AA201720.

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... Gifts, knitted and crocheted.
[New York, Printed by Charles Francis press, c1946]

pamphlet (22 p.) illus. 27cm.

(Star gift book, no. 48)

Appl. author: John von Benten Bade, 1910-

Directions for crocheting and knitting

various articles.

© 9-9-46; 2 c 9-13-46; New York; 23476.

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AMERICAN THREAD COMPANY.
Handbags and hats. 15 p. illus.
Appl. author: John non csics Benton
Bade. © The American Thread Co.;
2Mar53; A83234.

AMERICAN THREAD COMPANY, INC.
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no. 61. 14 p., illus. (2) The
American Thread Co., inc.;
17Sep48; AA95628.

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Handkerchief edgings. Star edging
book no. 102. 15 p. Appl.

author: John von Benten Bade.

The American Thread Co.;
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New rugs for every room. 15 p., illus. (Its Star book no. 63)

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pamphlet (15 p.) illus. 26 1/2 cm. (Star book no. 49)

Instructions for crocheting various pieces for the table.
Appl. author: John vonBenten Bade.

1910-

© 11-1-46; 2 c 11-5-46; New York; AA 27116.

afp 12-4-46

AMERICAN THREAD COMPANY.

New tablecloths. 22 p., illus.

(Star book no. 57) @ The

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AA88090.

AMERICAN THREAD COMPANY, INC.

New wool book. Book W-1. 34 p.,

illus. © The American Thread

Co., inc.; 22Seph8; AA95629.

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Now the American Thread Company
brings you seam engineering.
[Adv.] (In Daily News Record,
New York, Feb. 27, 1948, p. 18-19)
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27Febh8: B5-4903.

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author; John von Benten Bade.

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illus. (Its Star book no. 75)

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AMERICAN THREAD COMPANY.
Pot holders. 15 p. Appl.
author: John Von Benten Bade.

© American Thread Co., inc.;
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AMERICAN THREAD COMPANY.

Pot holders; hot plate covers,

Swedish embroidery. Star pot
holder book no. 101. 15 p.
Appl. author: John von Benten
Bade. © The American Thread
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AMERICAN THREAD COMPANY.

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AMERICAN THREAD COMPANY.
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Appl. author: John von Benten
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A78112.

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2. TITLE.

American thread company.

Rugs. In. p., 19471

15 p. illus. 27cm. (Star book no. 51)

@ American thread co., New York; 1Febl; 7; AAllig 67.

afp 9April7

AMERICAN THREAD COMPANY.

Sparkling white doilies. 15 p.

illus. (Star doily book, no. 91)

cappl. author: John von Benten

Bade: © The American Thread Co.;

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AMERICAN THREAD COMPANY. Star book. © The American Thread Company.

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Stoles and shawls. 14 p. illus.

(Its Star book no. 86) [Appl.

author: John von Benten Bade]

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AA203080.

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Stoles and shrugs; hairpin lace,
crocheted, knitted. Star stole
book no. 103. 15 p. Appl.
author: John von Benten Bade.
© The American Thread Co.;
1Sep53: Allo721.

AMERICAN THREAD COMPANY.
Stoles and shrugs. 15 p.
Appl. author: John Von Benten
Bade. © American Thread Co.,
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15 p. illus. (Its Star book
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A94900.

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Sweaters of nylon or wool. 15 p.
illus. (Star sweater book, no. 92)
cAppl. author: John von Benten Bade;
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15 p., illus. (Its Star book no. 78) @ The American Thread Co.; 25Nov50; AA172320.

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AMERICAN THREAD COMPANY.
Your baby book. 15 p., illus.
(Its Star book no. 72) () The
American Thread Co.: 31Ju150:
AA161990.

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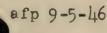
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Synchronics. (Timing devices) [Boston,
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folder. illus. 28 x 21 1/2 cm.

Print.
Appl. author: Cory Snow inc.
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Greater pull for your worn tractor
tires; American-Rawls Vacu-Lug
process. (Re-lugging tractor tires)
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Cuts of the new American Title Association emblem. (Letterheads, printed material) Sheet. Appl. title: Official emblem of American Title Association members.

C 19Nov53; KK91371.

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European policy.

HESS, MARY ANTHONITA, Sister.

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policy: early nineteenth century. [Thesis]
199 p. illus. © Catholic Univ. of

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Lucky Strike, Pall Mall, Herbert
Tareyton. (In Chain store age,
Nov. 1954, p. 22) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 300ct54; KK102254.

AMERICAN TOBACCO COMPANY.

Analysis of tobacco helps keep quality high. From the Kentucky farmer, Nov. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov53; KK90594. AMERICAN TOBACCO COMPANY, INC. C.
Announcing Lucky Strike contest winners! (Tobacco) Sheet. © The
American Tobacco Co., inc.;
24Mar50; KK50323.

JUN 2 6 1050

AMERICAN TOBACCO COMPANY, INC. Q.

Are you in the big, new Lucky Strike contest! [From Cornell daily sun, Cornell, N. Y., Feb. 22, 1950, p. 8] (Tobacco) Sheet. Q The American Tobacco Co., inc.; 22Feb50; KK47743.

APR 1 8 1950

AMERICAN TOBACCO COMPANY O.

Away goes smoke screen of other cigarette claims. Lucky Strike. Sheet
from New York mirror, Nov. 13, 1951.

© 13Nov51; KK68246.

DEC 1 4 1951

The American Tobacco Co.

BALLAD. Be happy go lucky no. 3; w & m Raymond Scott © The American Tobacco Co. 26Jul50 EU210772

AUG 2 3 1950

AMERICAN TOBACCO COMPANY. ©
The battle against black shank. (In
the Kentucky farmer, Mar. 1954, p.
7) Appl. author: Carl Camenisch
Advertising, inc. © lMar54;
KK94388.

AMERICAN TOBACCO COMPANY C.

Be happy - give Luckies to the boys at little more than 7g a pack.

[Dorothy Collins] Lucky Strike cigarettes. Adv. from American legion, Aug. 1952. Appl. author: Tessie N. Krause. C lAug52; KK79952.

American Tobacco Co.

BE HAPPY-GO-LUCKIES no. 1; m Raymond Scott © The American Tobacco Co. 26Ju150 EU210769



American Tobacco Co.

BE HAPPY-GO-LUCKIES no. 1; w & m Raymond Scott © The American Tobacco Co. 26Jul50 EU210770



AMERICAN TOBACCO COMPANY O.

Be happy - go Lucky. Luckies taste better. Lucky Strike cigarettes. Adv. from Army vs. South Caroline football program, Sept. 27, 1952. Appl. author: Tessie M. Krause. © 27Sep52: KK81593. American Tobacco Co.

BE HAPPY-GO-LUCKY no. 2; w & m Raymond Scott © The American Tobacco Co. 26Ju150 EU210771

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American Tobacco Co.

M1978 SCOTT, RAYMOND, 1909-

Be happy, go Lucky; [by Raymond Scott]
© on added words & music; The American
Tobacco Co., New York; 6Feb51;
EP53853. Appl. states prev. reg. as Be
happy - go Luckies, 26Jul50, EU210769;

L.S. jingle no.2, 26Jul50, EU210765.

I. Title.

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MAY 3 1 1951

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AMERICAN TOBACCO COMPANY (Cigarettes)

Be happy - go Lucky. (Cigarettes)

Sheet. (C) The American Tobacco Co.

[From Afro-American, Sept. 19, 1950]

(BH-2NN) (C) 198ep50; KK55104.

AMERICAN TOBACCO COMPANY (),
Be happy - go Incky, (Cigarettes)
Sheet, () The American Tobacco Co,
[From Afro-American, Oct. 3, 1950]
(BH-3NN) () 30ct50; KK55105.

HOV 1 6 1950

AMERICAN TOBACCO COMPANY (C. Be happy - go Lucky. (Cigarettes)
Sheet. (C. The American Tobacco Co. [From Afro-American, Oct. 17, 1950]
(BH-1NN) (C. 58ep50; KK55107.

AMERICAN TOBACCO COMPANY (G.
Bo happy - go Lucky. (Cigarettes)
Sheet. (C) The American Tobacco Co.
[From Afro-American, Oct. 17, 1950]
(BH-linn) (C) 170ct50; KK55106.

AMERICAN TOBACCO COMPANY (C)
Be happy, go Lucky. (Cigarettes)
Sheet from Afro-American, Beltimore, June 26, 1951. (C) 26Jun51;
KK64173.

AMERICAN TOBACCO COMPANY (C. Be happy - go Lucky. (Cigarettes)
Sheet from Afro-American, July 10,
1951. (C) 10Jul51; KK65260.

SEP 2 1 1951

AMERICAN TOBACCO COMPANY C.

Be happy - go Lucky. (Cigarettes)

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1951. © 24Jul51; KK65259.

SEP 2 1 1951

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Be happy - go Lucky. (Cigarettes)

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1951. © 7Aug51; KK68368.

JAN - 4 1952

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Be happy - go Lucky. (Cigarettes)

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1951. © 21Aug51; KK68369.

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FEB 1 - 1951

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TTB 1 - 1951

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Be happy - go Lucky. (Cigarettes)

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© 29Sep51; KK68245.

DEC 1 4 1951

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The American Tobacco Co.
Sheet from Better homes and gardens,
Feb. 1951. © 20Jan51; KK64157.

AMERICAN TOBACCO COMPANY. Be happy, go Lucky. (Cigarettes) C The American Tobacco Co. Sheet from Better homes & gardens, May 1951, p. 4 of cover. C 20Apr51: KK64158.

AMERICAN TOBACCO COMPANY (C),
Be happy, go Lucky. (Cigarettes)
Sheet from Better homes & gardens.
Aug. 1951. (20 20 Jul 51; KK 64159.

NUG 2 4 1951

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Be happy - go Lucky. (Cigarettes)

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Calif. © 6Nov51; KK68374.

FEB 2 6 1952

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[From Collier's, Nov. 11, 1950, p.

571 (BH-3A) © 3Nov50; KK57246.

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O The American Tobacco Co.
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p. 4 of cover. © 25May51;
KK64160.

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Be happy - go Lucky. (Cigarettes)

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Christian, Sept. 14, 1951.

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NOV 1 6 1950

AMERICAN TOBACCO COMPANY. Be happy, go Lucky. (Cigarettes) © The American Tobacco Co. Sheet from Ebony, Feb. 1951, p. 3. © 2Jan51; KK64161.

AMERICAN TOBACCO COMPANY (G. Be happy, go Lucky. (Gigarettes)
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(C) 5Jan51; KK64162.

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(C) 5May51; KK64163.

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Be happy - go Lucky. (Cigarettes)

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AMERICAN TOBACCO COMPANY (%)
Be happy - go Lucky. (Cigarettes)
Sheet. (C) The American Tobacco Co.

[From Forbes, Sept. 1, 1950, p. 50]

(DH-IT, B) (C) 29Aug50; KK55114.

NOV 1 6 1950

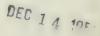
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Be happy, go Lucky. (Gigarettes)

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N. Y. C 12Nov51; KK68549.

JAN 18 1952



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Be happy - go Lucky. (Cigarettes)

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p. 71. © 8Nov51; KK68238.

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DEC 1 4 1951

AMERICAN TOBACCO COMPANY. Be happy, go Lucky. (Cigarettes) The American Tobacco Co. Sheet from Look, July 3, 1951. © 19Jun51; KK64164.

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Be happy, go Lucky. (Cigarettes)

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of Jan. 20 & Feb. 3, 1951.

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AMERICAN TOBACCO COMPANY. Be happy, go Lucky. (Cigarettes) The American Tobacco Co. Sheet from Negro newspapers, weeks of Apr. 14 & 28, 1951. @ 10Apr51; KK 64170.

AMERICAN TOBACCO COMPANY C.

Be happy, go Lucky. (Cigarettes)

Sheet from Negro newspapers, weeks

of May 12 & 26, 1951. © Smay51;

KK64171.

AUG 2 4 1951

AMERICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Cigarettes)
Sheet from Negro newspapers, weeks
of June 9 & 23, 1951. (C. 5Jun51;
KK 64172.

AMERICAN TOBACCO COMPANY ().

Be happy - go Lucky. (Gigarettes)

Sheet. () The American Tobacco Co.

[From New York herald tribune, This
week, Oct. 1, 1950, p. 10) (BH288) () 10ct50; KK55110.

1.0 v 1 6 1950

AMERICAN TOBACCO GOMPANY ©.

Be happy - go Lucky. (Gigarettes)

Sheet from Playbill, Aug. 6, 1951.

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Be happy - go Lucky. (Cigarettes)

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Be happy - go Lucky. (Cigarettes)

Sheet from Retail tobacco dealers

of America, 1951, p. 3 of cover.

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AMERICAN TOBACCO COMPANY (2)

Be happy - go Lucky. (Gigarettes)

Sheet. (3) The American Tobacco Co.

[From Rider College news, Trenton,

N.J., Oct. 6, 1950] (BH-2CN)

(2) 60ct50; KK55109.

AMERICAN TOBACCO COMPANY.

Be happy, go Lucky. (Cigarettes)'
Sheet. O The American Tobacco Co.

[From St. Bonaventure news, New
York, Nov. 29, 1950] (BH-8-CN)

@ 1Dec50; KK57245.

FEB 2 - 1951

AMERICAN TOBACCO COMPANY ©.

Be happy - go Lucky. (Cigarettes)

Sheet from the Saturday evening

post, Sept. 15, 1951. © 128ep51;

KK68231.

AMERICAN TOBACCO COMPANY ().

Be happy - go Lucky. (Cigarettes)

Sheet. () The American Tobacco Co.

[From Setruday evening post, Sept.

2, 1950) () 30Aug50; KK55111.

AMERICAN TOBACCO COMPANY. Be happy, go Lucky. (Gigarettes) Sheet. (The American Tobacco Co. [From the Spectator, New York, Oct. 30, 1950] (BH-5 CN) (2Nov50; KK57244.

AMERICAN TOBACCO COMPANY.

Be happy, go Lucky. (Cigarettes)

Sheet. © The American Tobacco Co.

[From the Spectator, New York, Nov.

5, 1950] (BH-6 CN) © 10Nov50;

KK57243.

1 23 1 - 1951

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Be happy, go Lucky. (Cigarettes)

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13, 1950] (BH-7-CN) © 16Nov50;

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AMERICAN TOBACCO COMPANY.

Be happy, go Lucky. (Cigarettes).

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AMERICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Cigarettes) Sheet from Tobacco, May 3, 1951. (C) 3May51; KK64165.

AUG 2 4 1951

AMERICAN TOBACCO COMPANY.

Be happy, go Lucky. (Cigarettes)

Sheet. © The American Tobacco Co.

[From U. S. tobacco journal, Dec.

2, 1950, p. 15] (BH-3T - A)

© 2Dec50; KK57239.

AMERICAN TOBACCO COMPANY. Be happy - go Lucky. (Cigarettes) The American Tobacco Co. Sheet from United States tobacco journal, Apr. 2, 1951, p. 11. 2Apr51: KK65261.

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Va. © 220ct51; KK68241.

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College, Kalamazoo, Mich.

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AMERICAN TOBACCO COMPANY O.

Be happy, go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. Adv. from Collier's, Jan. 12, 1952, p. 4 of cover. Appl. author: Tessie M. Krause. © 4Jan52; KK69559.

FEB 1 5 1952

AWERICAN TOBACCO COMPANY C.

Be happy - go Lucky. Here's why
Luckies taste better. Lucky Strike
cigarettes. Adv. from Journal of
American Medical Assn., Jan. 12,
1952. Appl. author: Tessie M.
Krause. C 10Jan52; KK76049.

AMERICAN TOBACCO COMPANY C.

Be happy, go Lucky. Here's why
Luckies taste better. Lucky Strike
cigarettes. Adv. from Life, Mar.
3, 1952. Appl. author: Tessie M.
Krause. © 29Feb52: KK75950.

AMERICAN TOBACCO COMPANY Q.

Be happy - go Lucky. Here's why
Luckies taste better. Lucky
Strike cigarettes. Adv. from
Journal of American Medical Assn.,
Mar. 8, 1952, p. 47. Appl. author:
Tessie M. Krause. © 6Mar52;
KK76052.

AMERICAN TOBACCO COMPANY C.

Be happy - go Lucky. In a oigarette, taste makes the difference, and Luckies taste better. Lucky Strike. Adv. from American legion, Apr. 1952. Appl. author: Tessie M. Krause. © 1Apr52; KK76051.

AMERICAN TOBACCO COMPANY O.

Be happy - go Lucky. In a cigarette, taste makes the difference, and Luckies taste better. Lucky Strike. Adv. from Saturday evening post, Apr. 5, 1952. Appl. author: Tessie M. Krause. © 2Apr52; KK76053.

AMERICAN TOBACCO COMPANY O.

Be happy, go Lucky. Luckies taste better. Lucky Strike means fine tobacco. (Cigarettes) Adv. from Michigan state news, East Lansing, Mich., Nov. 27, 1951. Appl. author: Tessie M. Krause. © 27Nov51; KK69563.

FEB 1 5 1952

AMERICAN TOBACCO COMPANY C.

Be happy, go Lucky. (Tobacco)

Sheet.

From Better homes and gardens, Apr. 1951) (BH-8B) © 21Mar51; KK61282. ANTERICAN TOBACCO COMPANY C.

Be happy, go Lucky. (Tobacco)

Sheet.

[From Columbia Missourian, Columbia Mo., Mar. 26, 1951] (BH-20-CN) © 26Mar51; KK61302.

AMFRICAN TOBACCO COMPANY C.

Be happy, go Lucky. (Tobacco)

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[From Daily Princetonian, Jan. 24,

1951] (BH-11CN) © 24Jan51;

KK 61305.

AMERICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Tobacco) Sheet.

[From Daily Princetonian, Feb. 1, 1951] (BH-12GN) (C) 1Feb51; KK61306.

AMERICAN TOBACCO COMPANY (C)_ Be happy, go Lucky, (Tobacco) Sheet. [From Daily Princetonian, Feb. 5.

1951] (BH-13CN) © 5Feb51; KK61307.

ANERICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Tobacco)
Sheet.

[From Daily Princetonian, Feb. 12, 1951] (BH-14CN) (C) 12Feb51;
KK 61308.

AMERICAN TOBACCO COMPANY (*).

Be happy, go Lucky. (Tobacco)

Sheet.

[From Daily Princetenian, Feb. 21,

1951] (BH-15 CN) (*) 21Feb51;

KK61309.

AMERICAN TOBACCO COMPANY (Tobacco) Sheet.

[From Daily Princetonian, Mar. 2, 1951] (BH-16 CN) @ 2Mar51; KK 61310.

AMERICAN TOBACCO COMPANY C.

Be happy, go Lucky. (Tobacco)
Sheet.

[From Daily Princetonian, Mar. 5,
1951] (BH-17 CN) (5Mar51;

KK61311.

AMERICAN TOBACCO COMPANY (C.

Be happy, go Lucky. (Tobacco)

Sheet.

[From Daily Princetonian, Mar. 13,

1751] (BH-18 CN) (D 13Mar51;

KK61312.

AMURICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Tobacco) Sheet.

[From Daily Princetonian, Mar. 22, 1951] (BH-19 CN) (C. 22Mar51; KK61281.

AMERICAN TOBACCO COMPANY C.
Be happy, go Lucky. (Tobacco)
Sheet.
[From Ebony, Apr. 1951] (BH-4N)
C 5Mar51; KK 61283.

MAY 1 6 1951

AMURICAN TOBACCO COMPANY C.
Be happy, go Lucky. (Tobacco)
Sheet.

Brooklyn, Jan. 5, 1951]
(BH-9 CN) © 5 Jan 51; KK 61303.

AMERICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Tobacco) Sheet.

[From Kingsman, Brooklyn, Jan. 12, 1951] (BH-10CN) © 12Jan51; KK61304.

AM RICAN TOBACCO COMPANY (C. Be happy, go Lucky. (Tobacco) Sheet.

[From Saturday evening post, 2003] (PM-74) (C. 28Febb.

[From Saturday evening post, Mar. 3, 1951] (BH-7A) © 28Feb51; KK 61285.

Be happy - go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. Adv. from Baltimore Afro-American, Jan. 22, 1952. Appl. author: Tessie M. Krause. © 22Jan52; KK80475. AMERICAN TOBACCO COMPANY C.

Be happy - go Lucky. Here's why
Luckies taste better. Lucky Strike
cigarettes. Adv. from Ebony, Mar.
1952. Appl. author: Tessie M.
Krause. © 7Mar52; KK79078.

Be happy = go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. Adv. from Journal of American medical assn., Mar. 8, 1952. Appl. author: Tessie M. Krause. © 8Mar52; KK79072.

AMERICAN TOBACCO COMPANY C.

Be happy - go Lucky. Here's why
Luckies taste better. Lucky Strike
eigarettes. Adv. from Journal of
American assn., June 3, 1952. Appl.
author: Tessie M. Krause.

© 12Jan52: KK79073.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from American family, May 1952. Appl. author: Tessie M. Krause. © 17Apr52; KK79079.

Be happy - go Lucky. In a cigarette, taste makes the difference, and Luckies taste better. Lucky Strike. Adv. from Baltimore Afro-American, Feb. 19, 1952. Appl. author: Tessie M. Krause. © 19Feb52; KK80476.

Be happy - go Lucky. In a cigarette, taste makes the difference, and Luckies taste better. Lucky Strike. Adv. from Baltimore Afro-American, Mar. 18, 1952. Appl. author: Tessie M. Krause. © 18Mar52; KK80477.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Better living, July 1952. Appl. author: Tessie M. Krause. © 12Jun52; KK79950.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Ebony, May 1952. Appl. author: Tessie M. Krause. © 2Apr52; KK79077.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Ebony, July 1952. Appl. author: Tessie M. Krause. @ 7May52; KK79076.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Look, May 6, 1952. Appl. author: Tessie M. Krause. © 22Apr52; KK79075.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Look, June 3, 1952. Appl. author: Tessie M. Krause. © 20May52; KK79074.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Playbill, Mar. 31, 1952. Appl. author: Tessie M. Krause. © 31Mar52; KK79066.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Playbill, Nay 3, 1952. Appl. author: Tessie M. Krause. @ 5May52; KK79065.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Playbill, June 2, 1952. Appl. author: Tessie M. Krause. © 2Jun52; KK79064.

Be happy - go Lucky. In a cigarette, taste makes the difference, and Luckies taste better. Lucky Strike. Adv. from the J Tac, Stephensville, Tex., Mar. 18, 1952. Appl. author: Tessie M. Krause. © 18Mar52; KK80497.

Be happy - go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. Adv. from the Saturday evening post, Feb. 2, 1952. Appl. author: Tessie M. Krause. © 30Jan52; KK79063.

Be happy - go Lucky. In a eigarette, taste makes the difference and Luckies taste better. Lucky Strike eigarettes. Adv. from Tobacco leaf, Apr. 12, 1952, p. 13. Appl. author: Tessie M. Krause. © 12Apr52; KK79062.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Washington afro-American, Apr. 15, 1952, p. 5. Appl. author: Tessie M. Krause. © 15Apr52; KK79060.

Be happy - go Lucky. In a cigarette, taste makes the difference and Luckies taste better. Lucky Strike cigarettes. Adv. from Washington afro-American, May 13, 1952, p. 5. Appl. author: Tessie M. Krause. © 13May52; KK79059.

Be happy - go Lucky. Luckies taste better. Lucky Strike cigarettes. Adv. from Oregon daily emerald, Eugene, Or., Feb. 4, 1952. Appl. author: Tessie M. Krause. © 4Feb52: KK80493.

Be happy - go Lucky. Luckies taste better. Lucky Strike cigarettes. Adv. from Playbill, Dec. 24, 1951. Appl. author: Tessie M. Krause. © 24Dec51; KK79068.

Be happy - go Lucky. Luckies taste better. Lucky Strike digarettes. Adv. from Playbill, Feb. 18, 1952. Appl. author: Tessie M. Krause. © 18Feb52; KK79067.

Be happy - go Lucky. Luckies taste better. Lucky Strike cigarettes. Adv. from Student life, Claremont, Calif. Appl. author: Tessie M. Krause. © 8Jan52; KK80495.

Be happy - go Lucky. Luckies taste better. Lucky Strike cigarettes. Adv. from Student life, Claremont, Calif., Jan. 22, 1952. Appl. author: Tessie M. Krause. @ 22Jan52; KK80496.

Be happy is our motto ... Roland
D. Frazier, University of Kansas
City. Lucky Strike cigarettes.
Adv. from the Stanford daily,
Stanford, Calif., Jan. 28, 1952.
Appl. author: Tessie M. Krause.
© 28Jan52; KK76054.

Beneath the tree, in stockings, too, this carton's bright and gay. Lucky Strike. (Cigarettes) Adv. from Life, Dec. 24, 1951. Appl. author: Tessie M. Krause. © 21Dec51; KK69561.

FEB 1 5 1952

AMERICAN TOBACCO COMPANY ().

Better taste begins on the farm. Fine tobacco, by Cosmo de Salvo. Lucky Strike. From Farm journal, Nov. 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. () 120ct53; KK91572.

AMERICAN TOBACCO COMPANY (2.

Better taste begins on the farm.

Grading the leaf, by John Koch.

Lucky Strike. From Farm & ranch,
Oct. 1953. Appl. author: Batten,
Barton, Durstine & Osborn, inc.

(2) 10Sep53; KK91573.

AMERICAN TOBACCO COMPANY. (*)

Better taste begins on the farm.

Grading tobacco, leaf by leaf, by

Joseph Hirsch. Lucky Strike. (In

Farm and ranch-southern agricul
turist, Jan. 1954, p. 3 of cover)

Appl. author: Batten, Barton, Dur
stine & Osborn, inc. (*) 10Dec53;

KK977hh.

AMERICAN TOBACCO COMPANY Q.

Better taste begins on the farm.

Proud of his crop, by Irwin Hoffman. Lucky Strike. From Farm &
ranch, Aug. 1953. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. @ 10Jul53; KK88547.

AMERICAN TOBACCO COMPANY. ©

Better taste begins on the farm.

Scouting the crop before auctions open, by Georges Schreiber.

Lucky Strike. (In Farm & ranch, May 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc.

© 10Apr54: KK98373.

AMERICAN TOBACCO COMPANY ().

Better taste begins on the farm. A

stick of tobacco after curing, by

Arnold Blanch. Lucky Strike. From

Farm & ranch, Sept. 1953. Appl.

author: Batten, Barton, Durstine &
Osborn, inc. () 10Aug53; KK91574.

AMERICAN TOBACCO COMPANY. ©
Better taste begins on the farm.
Sticks of fine, ripe tobacco, by
Georges Schreiber. Lucky Strike.
(In Farm & ranch, Mar. 1954)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 10Feb54;
KK98374.

AMERICAN TOBACCO COMPANY, INC.

Black Shank destruction lessened
through research. (Tobacco) Sheet
from the Kentucky farmer, Sept.

1951, p. 5. © The American
Tobacco Co., inc.; 1Sep51; KK65187.

SEP 1 9 1951

Bulletin - College students prefer Luckies in nation-wide survey. Lucky Strike eigarettes. Adv. from G.G.N.Y. campus. Appl. author: Tessie M. Krause. © 170ct52; KK79948.

Burley, in 88 years has come a long way. Burley tobacco. Adv. from the Kentucky farmer, Oct. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 10ct52; KK77999. AMERICAN TOBACCO COMPANY.

Burley tobacco varieties to meet
grower's problems. Adv. from the
Kentucky farmer, Jan. 1953, p. 5.
(No. 21 in a series on burley tobacco) Appl. author: Carl
Camenisch Advertising, inc.
() The American Tobacco Co.;
1Jan53; KK81357.

AMERICAN TOBACCO COMPANY, INC.
Burley varieties offer different
characteristics. Tobacco varieties
differ from each other ... Adv.
from the Kentucky farmer, Jan. 1952,
p. 5. Appl. author: Carl Camenisch
Advertising, inc. © The American
Tobacco Co., inc.; 1Jan52 (in notice: 1951); KK69306.

FEB - 8 1052

AMERICAN TOBACCO COMPANY, INC.

Careful stripping and sorting give
tobacco finer appearance. Sheet
from Kentucky farmer, Nov. 1951,
p. 5. © The American Tobacco Co.,
inc.; lNov51; KK67170.

NOV 25 1951

Cash in on the largest-selling king size cork-tipped digarette. Herbert Tareyton. If you're not vending ... From Vend, June 1953, p. 30. Appl. author: The M. H. Hackett Company. © The American Tobacco Co.; lJun53; KK87732.

Cash in on the largest-selling king size cork-tipped cigarette. Herbert Tareyton. You hear plenty of claims and sales talks ... From Vend, July 1953, p. 71. Appl. author: The M. H. Hackett Company. () The American Tobacco Co.; 1Jul53; KK87733.

AMERICAN TOBACCO COMPANY. ©
Chemicals can protect flue-cured tobacco. (In the Southern planter,
May 1954, p. 6) Appl. author:
Carl Camenisch Advertising, inc.
© 1May54; KK96648.

Choose tobacco varieties to suit soil and climate. (Tobacco) Adv. from the Southern planter, Aug. 1952, p. 11. Appl. author; Garl Gamenisch Advertising, inc. © 1Aug52; KK76472.

Close attention to suring results in better quality and color. (Tobacco research) Adv. from the Southern planter, June 1952, p. 3. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun52; KK74966.

AMERICAN TOBACCO COMPANY.

Control plant bed insects to produce better tobacco. Adv. from the Southern planter, Feb. 1953, p. 6. (No. 17 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The

American Tobacco Co.: 1Feb53:

KK82459.

AMERICAN TOBACCO COMPANY. ©
Controlling nematodes in flue-cured
tobacco. (In the Southern planter, Feb. 1954, p. 11) Appl. author: Carl Camenisch Advertising,
inc. © 1Feb54; KK93639.

Correct Burley spacing means dollars to growers. Adv. from the Kentucky farmer, May 1953, p. 5. (No. 25 in a series on Burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1May53; KK84794.

County agents help improve Burley quality. From the Kentucky farmer, Dec. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. @ The American Tobacco Co.; 1Dec53; KK92275.

Crop rotation builds soil for higher Burley quality. Burley tobacco is now produced on a great variety of soil types ... Adv. from the Kentucky farmer, Mar. 1953, p. 5. (No. 23 in a series) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar53; KK83863.

Crop rotation systems reduce tobacco diseases. Adv. from the Southern planter, Oct. 1952. Appl. author: Carl Camenisch Advertising, inc. (1952) The American Tobacco Co.; 10ct52; KK78575.

AMERICAN TOBACCO COMPANY.

Cultural practices can improve quality and yield of tobacco. (Tobacco research) Adv. from the Kentucky farmer, July 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jul52: KK75785.

A definite oultivating plan helps make quality Burley. (In the Kentucky farmer, June 1954, p. 3) Appl. author: Carl Camenisch Advertising, inc. @ 1Jun54; KK97228.

Diagnosing plant diseases helps
flue-cured growers. Adv. from
the Southern planter, May 1953,
p. 13. (No. 20 in a series on
flue-cured tobacco) Appl. author; Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1May53; KK86106.

Discriminating people prefer Herbert Tareyton. (Gigarettes) Adv. from Collier's, June 7, 1952, p. 79. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 13May52; KK74486.

AMERICAN TOBACCO COMPANY ©.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Clipping.
© The American Tobacco Co.;
29Dec48: KK30838.

AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert

Tareyton. (Cigarettes) Clipping.

O The American Tobacco Co.; 23Mar49; KK34554.

AMERICAN TOBACCO COMPANY ().

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet. () The
American Tobacco Co.

Denise Lawson-Johnston. [From Look,
Aug. 1, 1950, p. 21] () 18Jul50;
KK52062.

VAC 5 8 1820

Merried

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet. © The American Tobacco Co. From the Ladies' home journal, Aug. 1951, p. 69. © 25Jul51: KK6h15h.

AUG 1 5 1951

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet. © The American Tobacco Co. Miss Elizabeth Taliaferro Bunnell. [From Look, May 8, 1951, p. 105]

@ 24Apr51: KK61907.

AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

C) The American Tobacco Co.

Miss Grace Coolidge. [From Look,
Oct. 24, 1950, p. 115] () 100ct50;

KK55661.

DEC 4 1950

AMERICAN TOBACCO COMPANY (C.) Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet. (C) The American Tobacco Co. Miss Natasha Boissevain. [From Look, Nov. 21, 1950, p. 121] (C) 7Nov50; KK55662.

DEC 4 1950

AMERICAN TOBACCO COMPANY (C) Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet.

(The American Tobacco Co. Mr. Clement Griscom IV. [From Collier's, May 26, 1951, p. 991

AMERICAN TOBACCO COMPANY.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

The American Tobacco Co.

Mr. Gwynn Robinson. [From Look,
Feb. 13, 1951, p. 87] 50 Jan51;

KK58481.

FEB 2 7 1851

AMERICAN TOBACCO COMPANT C.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

© The American Tobacco Co.

Mr. Peter Perkins. [From Harper's bazaar, Sept. 1950, p. 274]

© 1Sep50; KK54233.

60. 23 1950.

AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheets.

C The American Tobacco Co., inc.

Mr. Townsend Brown, II. C 23May50;

KK50267.

AMERICAN TOBACCO COMPANY.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

© The American Tobacco Co.

Mrs. B. Pope Marion. From the New
Yorker, July 7, 1951, p. 3 of
cover. © 5Jul51; KK63650.

AMERICAN TOBACCO COMPANY ().

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

() The American Tobacco Co.

Mrs. Charles Amory. [Prom Look,
Dec. 19, 1950, p. 29] () 5Dec50;

KK56587.

JAN 1 7 1951

AMERICAN TOBACCO COMPANY.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

© The American Tobacco Co.

Mrs. Charles Evans Hughes, III.

[From Look, Jan. 16, 1951, p. 77]

© 2Jan51; KK57266.

Discriminating people prefer Herbert Tareyton. (Cigarettes) © The American Tobacco Co.

Mrs. Henry Billings. Sheet from the Ladies' home journal, Dec. 1951, p. 95. © 30Nov51; KK68146.

Discriminating people prefer Herbert Tareyton. (Cigarettes) © The American Tobacco Co.

Mrs. Livingston Biddle, II. Sheet from Life, Nov. 5, 1951, p. 74. © 2Nov51; KK67743.

DEC 3 1951

AMERICAN TOBACCO COMPANY (C.)
Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheets.
(C) The American Tobacco Co.

Mrs. Oakley Rhinelander. [From
Harper's bazaar, July 1950]
(C) 1Jul50; KK51388.

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AMERICAN TOBACCO COMPANY Q.
Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

(C) The American Tobacco Co.

Mrs. Robert P. Gibb. [From Look, Apr. 10, 1951, p. 93] © 27Mar51; KK60761.

AMERICAN TOBACCO COMPANY O. Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheets. The American Tobacco Co. Mrs. Rodman Wanamaker. © 25Apr50; KK18870.

AMERICAN TOBACCO COMPANY C.
Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.
C The American Tobacco Co.

Mrs. William F. Talbert. [From Look magazine, Aug. 29, 1950, p. 51] © 15Aug50; KK52453.

Discriminating people prefer Herbert Tareyton, (Cigarettes) The American Tobacco Co.

Mrs. R. Stuyvesant Pierrepont, jr. Sheet from Ladies' home journal, Oct. 1951, p. 155. © 28Sep51; KK66566.

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AMERICAN TOBACCO COMPANY Q.

Discriminating people prefer Herbert

Tareyton. Clipping. Q The American Tobacco Co.; 15Febly; KK32940.

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert

Tareyton. Miss Chesbrough L. Hall ... (Cigarettes) Adv. from Collier's, Jan. 26, 1952, p. 65. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 26Jan52; KK69650.

Discriminating people prefer Herbert
Tareyton. Miss Denise LawsonJohnston ... (Gigarettes) Adv.
from Gollier's, Mar. 22, 1952,
p. 79. Appl. author: The M. H.
Hackett Co. © The American
Tobacco Co.; 22Mar52; KK71473.

Discriminating people prefer Herbert Tareyton. Miss Diane Bultinck ... Herbert Tareyton cigarettes. Adv. from Ladies' home journal, Aug. 1952, p. 21. Appl. author; The M. H. Hackett Co. © The American Tobacco Co.; 25Jul52; KK75704.

Discriminating people prefer Herbert Tareyton. Miss Dorothea McGill Scott. From Ladies' home journal, Aug. 1953, p. 61. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 29Ju153; KK88176.

Discriminating people prefer Herbert Tareyton. Miss Elizabeth Cromwell Bosley ... Herbert Tareyton cigarettes. Adv. from Ladies' home journal, Oct. 1952, p. 139. Appl. author: The M. H. Hackett Co. @ The American Tobacco Co.; 26Sep52; KK77693.

Discriminating people prefer Herbert
Tareyton. Miss Jean Cammann ...
Herbert Tareyton cigarettes. Adv.
from Saturday evening post, July 12,
1952, p. 83. Appl. author: The M.
H. Hackett Co. © The American
Tobacco Co.; 9Jul52; KK75208.

AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert

Tareyton. [Girl standing by blue
car] (Gigarettes) Clipping.

The American Tobacco Co.; 7Jun49;

KK37390.

AMERICAN TOBACCO COMPANY ©.

Discriminating people prefer Herbert

Tareyton. [Girl with swim bag
standing on beach] (Cigarettes)

Sheet. © The American Tobacco Co.;
1Jul49: KK37965.

Discriminating people prefer Herbert Tareyton. Francis B. Farr. (Cigarettes) Adv. from Gollier's, June 6, 1953, p. 43. Appl. author: The M. H. Hackett Go. © The American Tobacco Go.; 30May53; KK86231. AMERICAN TOBACCO COMPANY ().
Discriminating people prefer Herbert
Tareyton. Miss Mary Damon, lovely
young socialite ... (Cigarettes)
Sheet. () The American Tobacco Co.;
1Dech9: KKh3508.

Discriminating people prefer Herbert Tareyton. Miss Mollie McLean. (Cigarettes) Adv. from Town and country, May 1953, p. 103. Appl. author: M. H. Hackett Co. © The American Tobacco Co.; 1May53; KK84718. AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert
Tareyton. Miss Pamela Curran,
beautiful member of New York society.

(Cigarettes) Sheet. C The American
Tobacco Co.; lMar50; KK46729.

Discriminating people prefer Herbert Tareyton. Miss Pamela De Pass. (Cigarettes) Adv. from Harper's bazaar, Mar. 1953, p. 199. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 1Mar53; KK82717. AMERICAN TOBACCO COMPANY.

Discriminating people prefer Herbert
Tareyton. Mr. and Mrs. James Locke
... (Cigarettes) Adv. from
Collier's, Apr. 5, 1952, p. 67.
Appl. author: The M. H. Hackett
Co. © The American Tobacco Co.:

28Mar52: KK72893.

Discriminating people prefer Herbert Tareyton. Mr. Beveridge J. Rockefeller, Jr. (Cigarettes) Adv. from Ladies' home journal, Feb. 1953, p. 75. Appl. author: The N. H. Hackett Co. () The American Tobacco Co.; 30Jan53; KK81816. AMERICAN TOBACCO COMPANY ().

Discriminating people prefer Herbert

Tareyton. Mr. Charles Van Rensselaer

III. (Cigarettes) Sheet. () The

American Tobacco Co.; lAug49;

KK 39340.

Discriminating people prefer Herbert
Tareyton. Mr. Hartley Ramsay.
Herbert Tareyton cigarettes. Adv.
from Ladies' home journal, Feb. 1952,
p. 121. Appl. author: The M. H.
Hackett Co. © The American Tobacco
Co.; 25Jan52; KK69916.

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert Tareyton. (Cigarettes) Sheet. © The American Tobacco Co. Mr. Henry Lewis III. Sheet from Collier's, Sept. 15, 1951, p. 79. © 7Sep51: KK65320.

Tareyton. Mr. Leonard Jarvis Cushing, Jr. ... (Gigarettes) Adv. from Life, June 23, 1952, p. 126. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 20Jun52; KK75080.

Discriminating people prefer Herbert Tareyton. Er. J. Peter Hoguet, jr. popular young socialite and winter sports enthusiast. (Cigarettes) Sheet. © The American Tobacco Co.; 17Jan50; KK46728. AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert
Tareyton. [Mr. Perkins on horse]
(Cigarettes) Clipping. © The
American Tobacco Co.; 29Apr49;
KK35796.

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert Tareyton. Mr. Warwick Fay Neville ... Herbert Tareyton cigarettes. Adv. from the Saturday evening post, Sept. 6, 1952, p. 53. Appl. author: The M. H. Hackett Co. © The American

Tobacco Co.: 3Sep52: KK77692.

AMERICAN TOBACCO GOMPANY.

Discriminating people prefer Herebert Tareyton. Mrs. Albert L. Cox,

Jr. (Cigarettes) Adv. from

Ladies' home journal, Apr. 1953,

p. 131. Appl. author: The M. H.

Hackett Co. (1) The American Tobaceco Co.; 27Mar53; KK83920.

AMERICAN TOBACCO COMPANY O.

Discriminating people prefer Herbert

Tareyton; Mrs. Harry B. Mathews ...

(Cigarettes) Sheet. O The American

Tobacco Co.; 28Mar50; KM,8085.

Discriminating people prefer Herbert Tareyton. Mrs. Henry Barclay, society figure ... (Cigarettes) Sheet. © The American Tobacco Co.; 1Sept; KKt40312. AMERICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert
Tareyton. Mrs. Herbert Bayard Swope
jr. attending the National Horse
Show. (Cigarettes) Sheet. C The
American Tobacco Co.: 1Nov49:

KK42654.

Discriminating people prefer Herbert Tareyton. Mrs. J. K. Mackenzie Pringle ... (Gigarettes) Adv. from the Saturday evening post, Dec. 6, 1952, p. 159. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 3Dec52; KK80651.

Discriminating people prefer Herbert Tareyton. Mrs. James Monty Waterbury. (Cigarettes) From Town & country, July 1953, p. 24. Appl. author: The M. H. Hackett Company. © The American Tobacco Co.; 1Jul53; KK87734. AMERICAN TOBACCO COMPANY.

Discriminating people prefer Herbert
Tareyton. (Cigarettes) Sheet.

The American Tobacco Co.

Mrs. Lewis C. Murdock. [From
Look, Nar. 13, 1951, p. 117]

27Peb51: KK59594.

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AMTRICAN TOBACCO COMPANY C.

Discriminating people prefer Herbert

Tareyton. Mrs. McKnight says: "I

prefer Herbert Tareyton because I

like the cork tip and mild tobacco.

Sheet. C 20Deck9: KKhk3k3.

A HIJOAN TORACGO COMPANY.

Discriminating people prefer Herbert

Tareyton. [Irs. Mallory Herr]

Clipping. © The American Tobacco

Co.; 26Janly: KK32012.

Discriminating people prefer Herbert Tareyton. Mrs. Pierpont Morgan Hamilton, distinguished in Washington society ... (Cigarettes) Sheet. © The American Tobacco Co.; 10ct49; KKh1727.

Discriminating people prefer Herbert Tareyton. [Mrs. R. Fulton Gutting 2d] (Gigarettes) Clipping. (1) The American Tobacco Co.; 20Apr49; KK35354.

Discriminating people prefer Herbert Tareyton. Mrs. Robert B. Case ... Herbert Tareyton cigarettes. Adv. from the Saturday evening post, May 3, 1952, p. 89. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 13Apr52; KK73018.

AMERICAN TOBACCO COMPANY. Discriminating people prefer Herbert Tareyton. Mrs. T. Markoe Robertson. (Cigarettes) Adv. from Harper's bazaar, Jan. 1953, p. 45. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.: 1Jan53;

KK81139-

Discriminating people prefer Herbert Tareyton. Mrs. Wm. Fitzhugh White-house, III ... Herbert Tareyton eigarettes. Adv. from the Saturday evening post, Nov. 15, 1952, p. 73. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 12Nov52; KK79659.

Discriminating people prefer Herbert Tareyton. Mrs. Thomas R. Burns. (Cigarettes) Adv. from Ladies' home journal, June 1953, p. 103. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 29May53; KK86230.

Discriminating people prefer Herbert Tareyton with the genuine cork tip to protect the lips. [Endorsed by] J. Bond Rogers. (In Woman's day, Feb. 1954, p. 25) Appl. author: The M. H. Hackett Co. @ 28Jan54; KK93017.

AMERICAN TOBACCO COMPANY. ©
Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Jody Rutherfurd. (In Glamour,
May 1954, p. 73) Appl. author:
The M. H. Hackett Co. © 22Apr54;
KK97083.

title made.

Discriminating people prefer Herbert Tareyton with the genuine cork tip to protect the lips. [Endorsed by] Mr. and Mrs. James C. Punderford, Jr. (In Mademoiselle, Mar. 1954, p. 56) Appl. author: The M. H. Hackett Co. © 28Feb54; KK95953.

AMERICAN TOBACCO COMPANY. ©
Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. (Endorsed
by) Mr. Donald L. Symington. (In
Woman's day, July 1954, p. 21)
Appl. author: The M. H. Hackett

co. @ 24Jun54; KK97716.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mr. Robert Skene. From Town &
country, Sept. 1953, p. 42. Appl.
author: The M. H. Hackett Co.

© The American Tobacco Co.; 1Sep53;
KK88643.

Discriminating people prefer Herbert Tareyton with the genuine cork tip to protect the lips. [Endorsed by] Mrs. Casper Henry Citron. (In Town journal, May 1954, p. 43) Appl. author: The M. H. Hackett Co. © 20Apr54; KK95955.

AMERICAN TOBACCO COMPANY. ©
Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mrs. Charles Amory. (In Town
journal) Appl. author: The M. H.
Hackett Co. © 22Feb5h: KK95338.

Discriminating people prefer
Herbert Tareyton with the genuine
cork tip. Mrs. J. William Robbins,
Jr. From Ladies' home journal,
Oct. 1953, p. 115. Appl. author:
M. H. Hackett Co. © The American
Tobacco Co.; 25Sep53; KK89770.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mrs. Jay Rutherfurd. From Town &
country, Nov. 1953, p. 157. Appl.
author: The M. H. Hackett Co.

© The American Tobacco Co.; 1Nov53;
KK90784.

Discriminating people prefer Herbert Tareyton with the genuine cork tip to protect the lips. Mrs. Marshall Heminway. (In Mademoiselle, Jan. 1954, p. 48) Appl. author: The M. H. Hackett Co. © 29Dec53; KK92575.

Discriminating people prefer Herbert
Tareyton with the genuine cork tip.
Mrs. Reeves Wetherill. From
Ladies' home journal, Dec. 1953, p.
87. Appl. author: The M. H.
Hackett Co. © The American Tobacco
Co.; 27Nov53; KK91347.

AMERICAN TOBACCO COMPANY. ©
Discriminating people prefer Herbert
Tareyton with the genuine cork tip
to protect the lips. [Endorsed
by] Mrs. William H. Pell. (In the
Town journal, July 1954, p. 30)
Appl. author: The M. H. Hackett
Co. © 22Jun54; KK97715.

title made.

AMERICAN TOBACCO COMPANY C.

Don't forget, give Luckies to our
boys in Korea and in V. A. and service hospitals. [Dorothy Collins]
Lucky Strike cigarettes. Adv. from
American legion, Oct. 1952. Appl.
author: Tessie N. Krause. © 10ct52:

KK79951.

AMERICAN TOBACCO COMPANY C.

Dorothy Collins says: Good news, you
can buy Luckies at little more than
7¢ a pack ... (Cigarettes) Sheet
from Veterans Foreign War magazine,
Sept. 1951, p. 3 of cover.
© 20Aug51: KK68226.

DEC 1 4 195;

Dorothy Collins says: Remember you can buy Luckies for the boys ...
Yes, you can give Luckies by the case ... Lucky Strike cigarettes.
Adv. from V.F.W., May 1952. Appl. author: Tessie M. Krause. © 25Apr52; KK79061.

AMERICAN TOBACCO COMPANY ©.

Dorothy Collins suggests: Here's an easy way to send Luckies to our boys in Korea ... Lucky Strike cigarettes. Adv. from the National Jewish monthly, Mar. 1953, p. 247. Appl. author: Tessie M. Krause. © 10Feb53; KK8h9h5.

Dorothy Collins, the sweetheart of Lucky Strike, says: Be happy - go Lucky. Lucky Strike cigarettes. Adv. from Washburn vs. Peru State official program, Sept. 12, 1952, p. 2 of cover. Appl. author: Tessie M. Krause. © 12Sep52; KK80500.

AMERICAN TOBACCO COMPANY, INC.

Endless research has reduced tobacco
mosaic. (Tobacco) Sheet from Kentucky farmer, July 1951, p. 5.

The American Tobacco Co., inc.;
1Jul51; KK63871.

AMERICAN TOBACCO COMPANY, INC.
Fall, not spring, is favorable time
to prepare tobacco plant beds. (Tobacco research) Sheet from Kentucky farmer, Oct. 1951, p. 5.

© The American Tobacco Co., inc.;
10ct51; KK66091.

AMERICAN TOBACCO COMPANY Q.

Famous firsts. Duke Ellington.

(Tobacco) Clipping. (N-7) Q The

American Tobacco Co.; 2Nov48;

KK30428.

AMERICAN TOBACCO COMPANY, INC. C.
Famous firsts ... in negro history
Booker T. Washington ... in cigarette history Lucky Strike.
(First again with tobacco men!)
Clipping. C The American Tobacco
Co., inc.; 17Augh8; KK26824.

AMERICAN TOBACCO COMPANY, INC. C.
Famous firsts ... in negro history
George Washington Carver ... in
cigarette history Lucky Strike.
(First again with tobacco men)
Clipping. C The American Tobacco
Co., inc.; 24Aug48; KK26825.

AMERICAN TOBACCO COMPANY Q.
Famous firsts. Jesse Owens. (Tobacco) Clipping. (N-8) Q The
American Tobacco Co.; 16Nov48;
KK30426.

AMERICAN TOBACCO COMPANY.

Field fertilisation for flue-cured tobacco. Adv. from the Southern planter, Jan. 1953, p. 21. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco

Co. 1 1Jan 531 KK81634.

AMERICAN TOBACCO COMPANY. ©

Filter tip smokers are telling each other, filter tip Tareyton gives you true tobacco taste and real filtration too. Herbert Tareyton. (In Boston traveler, Oct. 18, 1954, p. 5) Appl. author: The M. H. Hackett Co. © 180ct54; KK101303.

AMERICAN TOBACCO COMPANY. ©
Filter tip smokers, here's a superior filter that gives you true tobacco taste. Herbert Tareyton.
(In Boston traveler, Sept. 20,
1954, p. 10) Appl. author: The
M. H. Hackett Co. © 20Sep54;
KK100h11.

AMERICAN TOBACCO COMPANY. ©
Filter tip smokers, here's that true
tobacco taste you've been looking
for. Herbert Tareyton. (In Boston traveler, Oct. 11, 1954, p.
32) Appl. author: The M. H.
Hackett Co. © 110ct54: KK101356.

AMERICAN TOBACCO COMPANY. ©
Filter tip smokers, here's the true
taste of fine tobacco. Herbert
Tareyton. (In Boston traveler,
Sept. 27, 1954, p. 5) Appl. author: The M. H. Hackett Co.
© 27Sep54: KK100482.

AMERICAN TOBACCO COMPANY. ©
Filter tip smokers, here's the true
tobacco taste you've been looking
for. Herbert Tareyton. (In Boston traveler, Aug. 30, 1954, p. 5)
Appl. author: The M. H. Hackett
Co. © 30Aug5h; KK101645.

AMERICAN TOBACCO COMPANY. ©
Filter tip smokers, here's the true
tobacco taste you've been missing.
Herbert Tareyton. Now for the
first time ... (In Boston traveler, Sept. 7, 1954, p. 10) Appl.
author: The M. H. Hackett Co.
© 78ep54; KK100410.

Revised.

AMERICAN TOBACCO COMPANY. ©

Filter tip smokers, here's the true
tobacco taste you've been missing.
Herbert Tareyton. Tareyton's new
selective filter is smooth and
easy-drawing. (In Boston traveler, Oct. 4, 1954, p. 3) Appl.
author: The M. H. Hackett Co.
© 40ct54; KK101302.

title made.

American tobacco co., claiment.
Fine tobacco. ("Loadin' for town",
Fiene) (Cigarettes) [New York, Frinted
by Time, inc., c1947]
clipping.

Print.

Appl. author: Foote, Cone & Belding.

© American tobacco co., New York;
4Juni7; KK13480.

elg 7-9-47

American tobacco co., claimant.
Fine tobacco. ("Mighty fine leaf,"
painted by David Stone Martin) (Cigarettes) [New York, Printed by Time and
Life, 1947]
clipping.

Print.

© American tobacco co., New York;
28Jully7; KKll4873.

liquely re



American tobacco co., claimant, Fine tobacco. (Schreiber) (New York, Printed by Time, inc., 1947] clipping.
Print.
Appl. author: Foote, Cone and Belding.
C American tobacco co., New York;
25 Junh 7: KK14193.

15Jul47 rs

KK12602

American tobacco co., claimant. Fine tobacco is what counts in a · cigarette. (Arnold Blanch) (Cigarettes) [New York, Printed by Time, inc., 1947] clipping.

Print.

Appl. author: Foote, Cone & Belding. C American tobacco co.. New York: 8May 17: KK12602.

22May47 rs

AMERICAN TOBACCO CO., New York.

Fine tobacco is what counts in
a cigarette. Bright tobacco,
painted by Fletcher Martin.

Clipping. © 11Aug47; KK15401.

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette. (Cigarettes) [New York, Printed by Time, inc., 1947]

elipping.

Print.

C American tobacco co., New York;
21Julin7; KKlin655.

12Augh7 re

KK14072

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette. (Cigarettes) [New York, Printed by Daily news, 1947]

clipping.

Print.

Appl. author: Foote, Cone and Belding.

C American tobacco co., New York;

26 Jun 47: KK14072.

9 Jul47 rs

American tobacco company.

Fine tobacco is what counts in a ciagrette. (Cigarettes) [New York, Printed by New York times, 1947] clipping.

Appl. author: Foote, Cone & Belging. C American tobacco co., New York;

18Jun47; KK13839.

elg 7-14-47

KK13086

American tobacco co., claimant. Fine tobacco is what counts in a cigarette. (Cigarettes) [New York. Printed by Time, inc., 1947] clipping. Print. Appl. author: Foote, Cone & Belding. C American tobacco co., New York; 22May47: KK13086. 23 Jun 47 rs

KK13578

American tobacco co., claimant.
Fine tobacco is what counts in a cigarette. (Cigarettes) [Philadelphia, Printed by Curtis pub. co., c1947] clipping.
Print.

Appl. author: Foote, Cone & Belding. © American tobacco co., New York; 9Jun47; KK13578.

27 Jun47 rs

American tobacco co., claimant.

Tine tobacco is what counts in a cigarette. (Cigarettes) [New York, Printed by Time, inc., cl947] clipping.

Print.

Appl. author: Foote, Cone & Belding.

© American tobacco co., New York;

19Jun47; KK13960.

elg 7-18-47

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette. D. H. Huffins. (Cigarettes)
[New York, Printed by New York daily news, 1947]

clipping.

Print.

C American tobacco co., New York; 10Jul47; KK14421.

6Aug47 rs

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette ... F. S. King. (Cigarettes) [New York, Printed by New York world telegram, 1947] clipping.

Print.

© American tobacco co., New York;
24Jul47; KK14697.

12Aug47 rs

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette ... Frank A. Brown. (Cigarettes) [New York, Printed by New York herald tribune, 1947]

clipping.

Print.

Appl. author: Foote, Cone and Belding.

C American tobacco co., New York; 3July7: KKlu191.

15Jul47 rs

American tobacco co.

Fine tobacco is what counts in a cigarette. (Hoffman) (Cigarettes) [New York, Printed by Time, inc., 1947]

clipping.

Print.

Appl. Suthor: Foote, Cone & Belding.

© American tobacco co., New York;
7Jul47; KK14192.

15Jul47 rs

American tobacco co., claimant.

Fine tobacco is what counts in a cirarette ... John L. Cummins. (Cigarettes) [New York, Printed by New York daily news, 1947] clipping.

Print.

© American tobaccc co., New York;
31Juli 7; KK1 896.

14Aug47 rs

American tobacco co., claimant.

Fine tobacco is what counts in a cigarette. (Leaf ad with Joe Burnett) (Cigarettes) [New York, Printed by New York times, 19471 elipping.

Print. C American tobacco co., New York; 16Julu7: KK14548.

7Aug47 re

AMERICAN TOBACCO COMPANY, INC. C.
First again with tobacco men;
[Carton of cigarettes] Clipping.
The American Tobacco Co., inc.;
15Julu8; KK26818.

AMERICAN TOBACCO COMPANY, INC. C.
First again with tobacco men!
[Carton of cigarettes] Clipping.
C The American Tobacco Co., inc.;
29Julu8; KK26820.

AMERICAN TOBACCO COMPANY, INC. C.

First again with tobacco men!

[Carton of cigarettes] Clipping.

© The American Tobacco Co.;

12Augu8; KK26822.

AMERICAN TOBACCO COMPANY Q.
First again with tobacco men! (Cigarettes) Poster. (C) The American Tobacco Co.; INOV48; KK30850.

AMERICAN TOBACCO COMPANY C.
First again with tobacco men! (Cigerettes) Poster. (B) © The American Tobacco Co.; lsepl8; KK30851.

AMERICAN TOBACCO COMPANY Q.
First again with tobacco men! (Cigarettes) Poster. (A) Q The American Tobacco Co.; 1Juli8; KK30852.

AMERICAN TOBACCO COMPANY C.

First again with tobacco men!

Famous firsts. Dr. Deniel Hale

Williams. (Tobacco) Clipping.

© The American Tobacco Co.; 7Sep. 8;

KK28490.

AMERICAN TOBACCO COMPANY .

First again with tobacco men;
Famous firsts. John B. Russwurm.

(Tobacco) Clipping. The American Tobacco Co.; 190ct48;

KK28492.

AMERICAN TOBACCO COMPANY C.

First again with tobacco ment

Famous firsts. Matthew A. Henson.

(Tobacco) Clipping. © The American Tobacco Co.; 21Sept8;

KK28491.

AMERICAN TOBACCO COMPANY ().

First again with tobacco men!

[Girl holding eigarette tobacco leaf in background] Clipping. () The American Tobacco
Co.; 21Seph8; KK28562.

AMERICAN TOBACCO COMPANY C.

First again with tobacco men!

[Girl's head framed by tobacco leaf] (Cigarettes) Clipping.

© The American Tobacco Co.;

220ct48; KK28489.

AMERICAN TOBACCO COMPANY .

Pirst again with tobacco men!

Hattie NcDaniel. (Tobacco)

Clipping. The American Tobacco Co.; 50ct48; KK28566.

AMERICAN TOBACCO COMPANY ().

First again with tobacco men! Lucky
Strike. (Tobacco) Clipping.

() The American Tobacco Co.;
11August 8: KK26784.

AMERICAN TOBACCO COMPANY C.

First again with tobacco men! Lucky
Strike cigarettes L.S./M.F.T.

(Tobacco) Clipping. © The
American Tobacco Co.; 24Aug48;

KK26787.

AMERICAN TOBACCO COMPANY (D. First again with tobacco men:
Lucky Strike means fine tobacco.
Clipping. (D The American Tobacco Co.; 17Aug48; KK26789.

AMERICAN TOBACCO COMPANY O.

First again with tobacco men! Lucky Strike - so round..so firm..so fully packed ... (Tobacco) Clipping. © The American Tobacco Co.; 26Aug48; KK26788.

AMERICAN TOBACCO COMPANY, INC. C.
First again with tobacco men! [Man with cigarette - tobacco leaf in background] Clipping. C The American Tobacco Co., inc.; 6Jull48; KK26817.

AMERICAN TOBACCO COMPANY ...

First again with tobacco men! More independent experts smoke Lucky Strike regularly than the next two leading brands combined! (Tobacco) Clipping. © The American Tobacco Co.; 28 Junu8; KK26785.

AMERICAN TOBACCO COMPANY, INC. C.
First again with tobacco men! [Pack
of cigarettes] Clipping. The
American Tobacco Co., inc.;
lJulu8; KK26823.

AMERICAN TOBACCO COMPANY C.

First again with tobacco men! So, for your own real deep-down smoking enjoyment, smoke the smoke tobacco experts smoke. (Tobacco) Clipping. © The American Tobacco Go.; 17Aug48; KK26786.

AMERICAN TOBACCO COMPANY, INC. C. First again with tobacco men. (Tobacco) Clippings. The American Tobacco Co., inc. (21-8) @ 14Jun48; KK25034. (22-8) (17 Juni 8: KK25029. (23-S) © 21 Juni 8; KK25030. (24-S) © 24 Juni 8; KK25032. (25-S)© 28Juni 8; KK25033. (1-T) 10 10 Junu 8: KK25035. (2-T) 14 Juni 8; KK25028. (3-T) @ 21Junh8: KK25031.

AMERICAN TOBACCO COMPANY (C). First again with tobacco men! (Tobacco) Clippings. (C) The American Tobacco Co. © 29Augh8; KK288h2. © 1Augh8; KK288h3.

AMERICAN TOBACCO COMPANY O.

First again with tobacco meni [To-bacco leaf framing head of girl in wine - colored dress] (Tobacco) Clipping. © The American Tobacco Co.; 7Jan49; KK34470.

AMERICAN TOBACCO COMPANY, INC. C.
First again with tobacco men!
[Woman blowing match after lighting cigarette - tobacco leaf in
background] Clipping. © The
American Tobacco Co., inc.;
3Augh8; KK26821.

AMERICAN TOBACCO COMPANY .

First again with tobacco men!

[Woman holding eigarette - tobacco leaf in background] Clipping.

The American Tobacco Co.;

190ct48; KK28565.

AMERICAN TOBACCO COMPANY, INC. C. First again with tobacco men!
[Woman with cigarette - tobacco leaf in background] Clipping.
C The American Tobacco Co., inc.;
20Julu8; KK26819.

AMERICAN TOBACCO COMPANY. ©
Flue-cured fertilization takes careful planning. (In the Southern
planter, Jan. 1954, p. 9) Appl.
author: Carl Camenisch Advertising. inc. © 1Jan54; KK93156.

AMERICAN TOBACCO COMPANY C.

Flue-cured growers profit from
tobacco extension work. Adv.
from the Southern planter, Sept.
1952, p. 4. Appl. author: Carl
Camenisch Advertising, inc.
© 18ep52; KK77317.

AMERICAN TOBACCO COMPANY.

Flue-cured growers turn toward machinery. From the Southern planter, Dec. 1953, p. 4. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Dec53; KK92274.

AMERICAN TOBACCO COMPANY.

For finer Burley, harvest fullyripe. From the Kentucky farmer,
Aug. 1953, p. 5. Appl. author:
Carl Camenisch Advertising, inc.

© The American Tobacco Co.;
1Aug53: KK88205.

AMERICAN TOBACCO COMPANY.

For less than 8% a pack, provide Luckies for our Armed Forces in Korea and service hospitals, and veterans in V.A. hospitals. From V. F. W., Sept. 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. @ The American Tobacce Co.; 25Aug53; KK91556.

AMERICAN Tobacco Company. SEE Frank Becon takes to Omar. Rh4025.

AMERICAN TOBACCO COMPANY. ©
Future of Burley growers linked with
nicotine control. (In the Kentucky farmer, Feb. 1954, p. 5)
Appl. author: Carl Camenisch Advertising, inc. © 1Feb54;
KK93556.

AMERICAN TOBACCO COMPANY, INC. C.

Get in on the big, new Lucky Strike contest! [From Cornell daily sun, 15Feb50, p. 3] (Tobacco) Sheet.

C) The American Tobacco Co., inc.; 15Feb50; KK46868.

AMERICAN TOBACCO COMPANY, INC. O. Get in on the big, new Lucky Strike contest. [From Cornell daily sun, 6Feb50] (Tobacco) Sheet. O The American Tobacco Co., inc.; 6Feb50; KK46867.

AMERICAN TOBACCO COMPANY @.

Give cartons of Luckies this Christmas. Lucky Strike. (Gigarettes) Adv. from Woman's day, Dec. 1952, p. 43. Appl. author: Tessie M. Krause. © 26Nov52; KK80501.

AMERICAN TOBACCO COMPANY O.

Give cartons of Luckies this Christmas; Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Playbill, Dec. 1, 1952. Appl. author: Tessie M. Krause. @ 1Dec52; KK81588.

AMERICAN TOBACCO COMPANY.

A good burley cure requires attention. (Tobacco) Adv. from Kentucky farmer, Aug. 1952, p. 5.
Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Aug52; KK76902.

AMERICAN TOBACCO COMPANY.

Good field cultivation promotes tobacco growth. Adv. from the Southern planter, Apr. 1953, p. 6. (No. 19 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Apr53; KK86105. AMERICAN TOBACCO COMPANY. ©
Good news for filter tip smokers.
Herbert Tareyton with the new selective filter and famous Tareyton
quality ... (In the New York
times, Sept. 9, 1954, p. 26)
Appl. author: The M. H. Hackett
Co. © 9Sep54; KK102530.

AMERICAN TOBACCO COMPANY. ©
Good news for filter tip smokers.
Herbert Tareyton with the new selective filter ... brings you real
filtration and smoking satisfaction. (In Boston traveler, Sept.
13, 1954, p. 14) Appl. author:
The M. H. Hackett Co. © 13Sep54;
KK101644.

title made.

AMERICAN TOBACCO COMPANY. ©
Good news for filter tip smokers.
Herbert Tareyton with the new selective filter ... brings you real
filtration and smoking satisfaction. (In Boston traveler, Sept.
13, 1954, p. 14) Appl. author:
The M. H. Hackett Co. © 13Sep54;
KK101904.

AMERICAN TOBACCO COMPANY. ©
Good news for filter tip smokers.
Presenting Herbert Tareyton with
the new selective filter and famous Tareyton quality. (In the
Boston daily globe, Aug. 23, 1954,
p. 7) Appl. author: The M. H.
Hackett Co. © 23Aug54; KK99829.

AMERICAN TOBACCO COMPANY.

Good tobacco barns mean greater
profits. (Tobacco research)
Adv. from the Southern planter,
Feb. 1952. Appl. author: Carl
Camenisch Advertising, inc. © The
American Tobacco Co.; 1Feb52 (in
notice: 1951); KK70802.

AMERICAN TOBACCO COMPANY. Granville wilt controlled through research discoveries. (Tobacco) Sheet from the Southern planter, Nov. 1951, p. 2. © The American To-

195

bacco Co.: 1Nov51: KK67562.

AMERICAN TOBACCO COMPANY. ©
Handle cured tobacco efficiently for
better market appearance. (In the
Southern planter, Aug. 1954, p.
15) Appl. author: Carl Camenisch
Advertising, inc. © lAug54;
KK99266.

AMERICAN TOBACCO COMPANY.

Harvest and grade carefully for greater tobacco profits. Adv. from the Southern planter, June 1953, p. 5. (No. 21 in a series on flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun53; KK86370.

AMERICAN TOBACCO COMPANY. ©
Harvest at full maturity for better
flue-cured quality. (In the
Southern planter, June 1954, p.
4) Appl. author: Carl Camenisch
Advertising, inc. © 1Jun54;
KK97784.

AMERICAN TOBACCO COMPANY.

Here they are sir! The world's

most distinguished cigarettes in
a special new size, 20 for 30%.

R73233. SEE Winters, Owen D.

AMERICAN TOBACCO COMPANY @.

Here's an easy way to send Luckies to our boys in Korea and in V. A. and service hospitals. Lucky Strike cigarettes. Adv. from V.F.W. magazine, Jan. 1953. Appl. author: Tessie M. Krause. © 25Dec52; KK81574.

AMERICAN TOBACCO COMPANY C.

Here's another big reason why there
is no finer cigarette in the
world today than Lucky Strike.
Sheet. C The American Tobacco Co.;
11Augh9: KKh2511.

AMERICAN TOBACCO COMPANY, INC.

How black root rot was conquered.

(Tobacco) Sheet from the Kentucky farmer, June 1951, p. 5. © The American Tobacco Co., inc.; lJun51; KK63695.

AMERICAN TOBACCO COMPANY, INC. D.
Hurry! Hurry! The big Lucky Strike
contest ... [From Cornell daily
sun, Cornell, N. Y., Mar. 6, 1950,
p. 3] (Tobacco) Sheet. © The
American Tobacco Co., inc.; 6Mar50;
KK47739.

AMERICAN TOBACCO COMPANY. @

I am fond of your Lucky Strike. I am fond of your Lucky Strike, says Jeanmaire, the brilliant international star of motion pictures ... (In the Saturday evening post, Sept. 18, 1954, p. 60) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Sep54; KK102263.

AMERICAN TOBACCO COMPANY. ©

I am fond of your Lucky Strike.

It's toasted to taste better. I am fond of your Lucky Strike, says Jeanmaire, brilliant star of movies ... (In Newsweek, Sept. 20, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 16Sep54; KK102261.

AMERICAN TOBACCO COMPANY O.

Important announcement. College students prefer Luckies in nationwide survey. Lucky Strike cigarettes. Adv. from C.C.N.Y. campus. Appl. author: Tessie N. Krause. © 100ct52; KK79949. AMERICAN TOBACCO COMPANY C.

Important notes in music -- Beethoven - symphony no. 3 in E flat major, op. 55, lst movement.

Lucky Strike cigarettes. Adv. from Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1Jum52; KK81591.

AMERICAN TORACCO COMPANY O.

Important notes in music -- Brahms -- symphony no. 4 in E minor, op. 98, 3rd movement. Lucky Strike cigarettes. Adv. from Boston pops concert, June 1, 1952. Appl. author: Tessie M. Krause. © 1Jun52; KK81590.

AMERICAN TOBACCO COMPANY O.

Important notes in music -- Franck symphony in D monor, 1st movement.
Lucky Strike cigarettes. Adv.
from Boston pops concert, June 1,
1952. Appl. author: Tessie M.
Krause. © 1Jun52; KK81592.

AMERICAN TOBACCO COMPANY. ©
Improve Burley ground through soil
testing. (In the Kentucky farmer,
Jan. 1954, p. 5) Appl. author:
Carl Camenisch Advertising, inc.
© 1Jan54: KK92791.

AMERICAN TOBACCO COMPANY, INC. C.

In a cigarette, it's the tobacco that counts. [From Ladies' home journal, 27Jan50, p. 159] Sheet. The American Tobacco Co., inc.; 27Jan50; KM16869.

AMERICAN TOBACCO COMPANY (C.

In a cigarette, taste makes the difference ... so, be happy - go Lucky with Dorothy Gollins. Lucky Strike cigarettes. Adv. from Wholesale tobacco distributors of New York, inc., 1952 year book. Appl. author: Tessie M. Krause. (1) 1Peb52; KK79058. AMERICAN TOBACCO COMPANY Q.
Independent tobacco experts again
name Lucky Strike. [Tobacco leaf,
girl with blue and white blouse]
(Cigarettes) Clipping. Q The
American Tobacco Company; 30Jul48;
KK35798.

AMERICAN TOBACCO COMPANY.
Independent tobacco experts again
name Lucky Strike first choice
over any other brand! (Cigarettes)
Sheet. © The American Tobacco Co.;
25Juni8: KK21237.

AMERICAN TOBACCO COMPANY. ©
Irrigation benefits flue-cured tobacco. (In the Southern planter,
Apr. 1954, p. 7) Appl. author:
Carl Camenisch Advertising, inc.
© 1Apr54; KK95589.

AMERICAN TOBACCO COMPANY. ©
Irrigation benefits flue-cured tobacco. (In the Southern planter,
Apr. 1954, p. 7) Appl. author:
Carl Camenisch Advertising, inc.
© 1Apr54; KK96735.

AMERICAN TOBACCO COMPANY, INC. C.

It takes truly fine tobacco to give
you a smooth, milk smoke with never
a rough puff. [From Womens home
companion, 17Feb50] Sheet. C The
American Tobacco Co., inc.; 17Feb50;
KK46865.

AMERICAN TOBACCO COMPANY.

It's all a matter of taste. A few words on humor from pulitzer prize-winning cartoonist Rube Goldberg. Lucky Strike. From New York journal American, July 28, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The American Tobacco Go.; 28Jul53; KK91567.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. A few
words on humor from ... Rube
Goldberg. Lucky Strike. (In
Saturday evening post, May 1,
1954) Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 28Apr54; KK98360.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. A man who smokes a Lucky Strike is really on the ball. (In the Redbird, Beaumont, Tex., Apr. 1, 1954, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © lapr54; KK97758.

AMERICAN TOBACCO COMPANY.

It's all a matter of taste. A statement free from bunk or hoke, by
H. I. Phillips, noted syndicated
columnist. Lucky Strike. From New
York journal American, Oct. 6,
1953, p. 9. From Batten, Barton,
Durstine & Osborn, inc. @ 60ct53;
KK91565.

AMERICAN TOBACCO COMPANY.

It's all a matter of taste. America's comic poet laureate Ogden Nash on likes and dislikes. Lucky Strike. From the New York times, July 21, 1953, p. 15. Appl. author: Batten, Barton, Durstine & Osborn, inc. () The American Tobacco Co.; 21Jul53; KK91563.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. An old

French saying, by Le Pavillon's

Henri Soulé, world-famous restaurateur. Lucky Strike. (In the
New Yorker, April 3, 1954, p. 39)

Appl. author: Batten, Barton,
Durstine & Osborn, inc.

© 1Apr54: KK98369.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Athletes and cigarettes, by Jesse Owens, world-famous Olympic track star. Lucky Strike. (In the Baltimore Afro-American, Jan. 26, 1954, p. 5) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 26Jan54; KK97212.

"Musica"

AMERICAN TOBACCO COMPANY.

It's all a matter of taste. Baseball's immortal Ty Cobb speaks his mind. Lucky Strike. From the New York times, Aug. 4, 1953, p. 12. Appl. author: Barton, Durstine & Osborn, inc. () The American Tobacco Co.; 4Aug53; KK91561. AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. Baseball's immortal Ty Cobb speaks his
mind. Lucky Strike. (In Field &
stream, Mar. 1954, p. 5) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 24Feb54; KK98371.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. Corn
silk, cubebs and my most constant
companion, by H. Allen Smith.
Lucky Strike. (In Collier's, Mar.
5, 1954, p. 17) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 19Feb54; KK97738.

AMERICAN TOBACCO COMPANY.

It's all a matter of taste. Do managers win pennants? By Chuck Dressen, manager of the Brooklyn Dodgers. Lucky Strike. From the New York times, Sept. 29, 1953, p. 15.
Appl. author: Batten, Barton, Durstine & Osborn, inc. (1) The American Tobacco Co.; 29Sep53; KK91559.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. The
etiquette of smoking, by Amy Vanderbilt. Lucky Strike. (In
Better living, Feb. 1954, p. 15)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 14Jan54;
KK98379.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. For cleaner, fresher, smoother smokes
... Lucky Strike. (In Redbird, Beaumont, Tex., Feb. 19, 1954)
Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 19Feb54; KK98363.

It's all a matter of taste. Golfdom's prettiest pro Alice Bauer, on lipstick, love stories, and Luckies. From New York journal American, Aug. 4, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. (3) The American Tobacco Co.; 4Aug53; KK91566.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. Good
taste isn't always expensive, says
Selma Day. Lucky Strike. (In the
Baltimore Afro-American, May 4,
1954) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© hMay54; KK98381.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. He

didn't like the pretty hat that I

had set my heart on ... Lucky

Strike. (In Redbird, Beaumont,

Tex., Jan. 22, 1954) Appl. au
thor: Batten, Barton, Durstine &

Osborn, inc. © 22 Jan54; KK98366.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. I don't
have to smoke Luckies, says Robert
Montgomery. (In Household, Jan.
1954, p. 25) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 20Dec53; KK97741.

It's all a matter of taste. I'm no ad writer, says Jack Kramer, America's greatest tennis player. Lucky Strike. From the New York times, Sept. 18, 1953, p. 11. Appl. author: Batten, Barton, Durstine & Osborn, inc. () The American Tobacco Co.; 18Sep53; KK91560. AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. I'm no
ad writer, says Jack Kramer, America's greatest tennis player.
Lucky Strike. (In True, May 1954)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 20Apr54;
KK98362.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. In
plane or train, in boat or car
... Lucky Strike. (In the Redbird, Beaumont, Tex., Mar. 5,
1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 5Mar54: KK97752.

It's all a matter of taste. Inside our locker room, by Junior Gilliam, star rookie of the Brooklyn
Dodgers. Lucky Strike. From Baltimore Afro-American, Oct. 6, 1953,
p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc.

© The American Tobacco Co.; 60ct53;
KK91578.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. It

takes three years of steady work

to earn a Ph.D. ... College smokers prefer Luckies. (In Redbird,
Beaumont, Tex., Feb. 12, 1954)

Appl. author: Batten, Barton,
Durstine & Osborn, inc.
© 12Feb54: KK98364.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. It's

not surprising Luckies lead ...

(In the Redbird, Beaumont, Tex.,

Mar. 12, 1954, p. 3) Appl. au
thor: Batten, Barton, Durstine &
Osborn, inc. © 12Mar54; KK97753.

It's all a matter of tasta. I've tried so many digarettes, all brands from A to Z ... Lucky Strike. (In Redbird, Beaumont, Tex., Feb. 5, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Feb54; KK98365.

AMBRICAN TOBACCO COMPANY. ©

It's all a matter of taste. Late

for your date? Lucky Strike. (In

the Redbird, Beaumont, Tex., Mar.

26, 1954, p. 8) Appl. author:

Batten, Barton, Durstine & Osborn,

inc. © 26Mar54; KK97755.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of teste. Let
your husband choose your hat,
says Mildred Blount. Lucky
Strike. (In the Baltimore AfroAmerican, Mar. 23, 1954, p. 8)
Appl. author: Batten, Barton, Durstine & Osborn, inc. © 23Mar54;
KK97736.

It's all a matter of taste. My brand of football and cigarettes, by Lou Little, famous football coach. [Lucky Strike] (In New York journal American, Sept. 22, 1953)
Appl. author: Batten, Barton, Durstine & Osborn, inc. (22Sep53; KK92459.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. My
luckiest shot in golf, by Lew
Worsham, winner of golf's biggest
money tournament. [Lucky Strike]
(In New York journal American,
Sept. 15, 1953) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 15Sep53; KK92456.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. No
guessing games with digarettes ...
Lucky Strike. (In the Redbird,
Beaumont, Tex., Feb. 26, 1954, p.
5) Appl. author: Batten, Barton,
Durstine & Osborn, inc.
© 26Feb5h: KK97751.

It's all a matter of taste. Noted designer Lilly Daché recalls a Texan and his taste. Lucky Strike. From the New York times, July 28, 1953, p. 12. Appl. author: Batten, Barton, Durstine & Osborn, inc. () The American Tobacco Co.; 28Jul53; KK91562.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. Noted
designer, Lilly Daché recalls a
Texan and his taste. Lucky Strike.
(In Better living, April 1954, p.
7) Appl. author: Batten, Barton,
Durstine & Osborn, inc.
© 18Mar54: KK98378.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Private

life of a public official, by Wil
liam T. Andrews, former New York

State legislator. Lucky Strike.

(In the Baltimore Afro-American,

Nov. 17, 1953, p. 5) Appl. au
thor: Batten, Barton, Durstine &

Osborn, inc. © 17Nov53; KK97213.

Reused.

AMERICAN TOBACCO COMPANY. ©
It's all a matter of taste. Private
life of a public official, by William T. Andrews. Lucky Strike.
(In the Baltimore Afro-American,
May 18, 1954) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 18May54; KK98380.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Red

Grange, America's greatest all
time ball carrier, gives some

thoughts on football. Lucky

Strike. (In Field & stream, Jan.

1954, p. 49) Appl. author: Bat
ten, Barton, Durstine & Osborn,

inc. © 24Dec53; KK97739.

It's all a matter of taste. Roy
Campanella, baseball's greatest
catcher on catching, hitting, and
smoking. Lucky Strike. From Baltimore Afro-American, Sept. 24, 1953,
p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The
American Tobacco Co.; 24Sep53;
KK91579.

AMERICAN TOBACCO COMPANY. (3)

It's all a matter of taste. Saving soil and smoking Luckies, by H. H. Doc Mundy. (In Grit, Williams-port, Pa., Nov. 15, 1953, p. 20)

Appl. author: Batten, Barton, Durstine & Osborn, inc. (3) 15Nov53;

KK97756.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Screwball ideas and cigarettes, by Ted
Shearer. Lucky Strike. (In the
Baltimore Afro-American, Nov. 3,
1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 3Nov53: KK97734.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Screwball ideas and cigarettes, by Ted
Shearer. Lucky Strike. (In the
Baltimore Afro-American, April 20,
1954) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 20Apr54; KK98382.

sports columnist Bill Corum names
his favorite sport. Lucky Strike.
From the New York times, July 7,
1953, p. 15. Appl. author: Batton,
Barton, Durstine & Osborn, inc.

(1) The American Tobacco Co.; 7Jul53;
KK91564.

It's all a matter of taste. The etiquette of smoking, by Amy Vanderbilt, America's foremost authority on etiquette. Lucky Strike. From Miami herald, Miami, Fla., Sept. 22, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. @ The American Tobacco Co.; 22Sep53; KK91568. AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. They'll

say I'm crazy, says Richmond

Bathef, world famous sculptor.

Lucky Strike. (In the Baltimore

Afro-American, Oct. 20, 1953, p. 5)

Appl. author: Batten, Barton, Durstine & Osborn, inc. © 200ct53;

KK97211.

"revised"

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. When students burn the midnight oil ...
Lucky Strike. (In the Redbird, Beaumont, Tex., Mar. 19, 1954, p. 3) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 19Mar54; KK97754.

AMERICAN TOBACCO COMPANY. ©

It's all a matter of taste. Would
you like to be a reporter? asks
William G. Nunn, Sr. Lucky Strike.
(In the Baltimore Afro-American,
Feb. 9, 1954) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 9Feb5h: KK97735.

It's easier than ever. Students: Make money writing Lucky Strike jingles. (Cigarettes) Sheet from the Sidelines, State Gollege, Hurfreesboro, Tenn. @ 19Sep51; KK68225.

It's easy as pie, no entry blanks.
Write a Lucky Strike jingle, based
on the fact that Luckies taste
better. (In the Redbird, Beaumont, Tex., Oct. 2, 1953, p. 4)
Appl. author: Batten, Barton, Durstine & Osborn, inc. (2) 20ct53;
KK97742.

American Tobacco Co., inc.

James Clark © The American Tobacco Co., inc. 260ct53 EU336691

Library of Congress Copyright Office American Tobacco Co.

IT'S TOASTED; a capella arr, w Robert A. Kroll & Richard J. Mercer w & m Granville A. Burland arr Raymond Scott © American Tobacco Co. 16Aug54 EU367722

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IT'S TOASTED; a cappella arr, w Robert A. Kroll & Richard J. Mercer w & m Granville A. Burland arr Raymond Scott © American Tobacco Co. 26May54 EU359323

IT'S TOASTED; mambo arr, w Robert A.
Kroll & Richard J. Mercer w & m
Granville A. Burland arr Raymond
Scott © American Tobacco Co. 26May54
EU359322

IT'S TOASTED, NO.1; band arr, w Robert A. Kroll & Richard J. Mercer w & m Granville A. Burland arr Raymond Scott © American Tobacco Co. 16Aug54 EU367721

AMERICAN TOBACCO CO., New York.

J. M. Ball, tobacco auctioneer, painted by David Stone Martin. (Cigarettes) Clipping. © 8Sep47; KK15883. AMERICAN TOBACCO CO., New York.
"J. M. Ball, tobacco auctioneer,"
painted by David Stone Martin.
(Cigarettes) Clipping.
© 22Sep47; KK16216.

AMERICAN TOBACCO COMPANY. (2)
The kind of baseball I like, by
Walter Smoky Alston, manager of
the Brooklyn Dodgers. Lucky
Strike. (In Brooklyn vs. New York
Yankees, April 9, 1954) Appl.
author: Batten, Barton, Durstine
& Osborn, inc. (2) 9Apr54; KK98368.

L.S. JINGLE no. 1; w & m Raymond Scott
© The American Tobacco Co. 26Jul50
EU210764



L.S. JINGLE no. 2; w & m Raymond Scott
© The American Tobacco Co. 26Jul50
EU210765

L.S. JINGLE no. 3 A; w & m Raymond Scott
© The American Tobacco Co. 26Jul50
EU210766

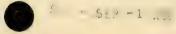
L.S. JINGLE no. 3 B; w & m Raymond Scott © The American Tobacco Co. 26Ju150 EU210767

Library of Congress Copyright Office



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L.S. JINGLE no. 3 C; w & m Raymond Scott © The American Tobacco Co. 26Ju150 EU210768



KK 10665

American tobacco co., claimant. L. S./M. F. T. (Gigaretts) [New York, Printed by Forbes magazine, clipping.

Print.
Appl. author: Foote, Cone & Belding.

© New Tork; 12Janu7; KK 10665.

vm 3-14-47

LS-MFT, BY CRACKY; w & m Richard Davis Kissinger © The American Tobacco Co. 10Feb50 EU193327

FEB 27 1950



American tobacco co., claimant.

L. S./M. F. T., First! Last! And always! (Cigarettes) [Chicago, Printed by Life magazine, c1947]

clipping.

Print.

Appl. author: Foote, Cone & Belding.

C American tobacco co., New York; 21Mar47; KK11099.

elg 4-8-48

American tobacco co., claimant.

L. S./M. F. T. For your own real deep-down smoking enjoyment ... (Ciga-; rettes) [New York, Printed by Colliers]

© 1946.

clipping.
Print.

© 3-29-46; 2c 4-19-46; New York;
KK 2591.

5-20-46 rs

American tobacco company, claimant.

... L.S./M.F.T. for your own real deep-down smoking enjoyment.. smoke that smoke of fine tobacco - Lucky Strike. (Cigarettes) [Chicago, Printed by Life magazine, cl947] clipping.

Print.

At head of title: Quality of product is essential to ...

C 7Feb47; author, New York; KK 8680.



American tobacco company, claimant.
L.S./M.F.T. Remember! Year in!
Year out! Lucky Strike means fine
tobacco! (Cigarettes) [Philadelphia,
Printed by Saturday evening post, cl947]
clipping.

Print.

Appl. author: Foote, Cone & Balding. © 1Jan47; author, New York; KK 8472.

afp 28Feb47

American tobacco company, claimant.
L.S./M.F.T. So round, so firm so fully packed, so free and easy on
the draw. (Cigarettes) [Chicago,
Printed by Time magazine, cl947]
clipping.

Print.

Appl. author: Foote, Cone & Belding. © 16Jan47; author, New York; KK 8473.

American tobacco company.

L.S./M.F.T. Yes! Lucky Strike means fine tobacco. (Cigarettes) [New York, Printed by Time, inc., 1947] clipping.

Print.
Appl. author: Foote, Cone & Belding.
© American tobacco co., New York;

104pr47; KK11866.

afp lMay47

American tobacco company, claimant.

... L.S./M.F.T. yes! Lucky Strike means fine tobacco ... (Cigarettes) [Philadelphia, Printed by Saturday evening post]cl946. clipping.

Print.

At head of title: Quality of product is essential to ...

C 4Sep46; author, New York;



L.S. no.3-6; w & m Raymond Scott © The American Tobacco Co. 30Dec52 EU300892, 300893, 300895, 300894.

AMERICAN TOBACCO COMPANY.

Laboratory evaluation leads to better tobacco. Adv. from the Southern planter, Mar. 1953, p. 11. (No. 18 in a series on Flue-cured tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar53; KK83759.

AMERICAN TOBACCO COMPANY. ©
Latest bulletin. Brand-new national survey shows college students prefer Luckies. (In the Redbird, Beaumont, Tex., Oct. 16, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 160ct53; KK97743.

AMERICAN TOBACCO COMPANY. ©
Latest college survey shows Luckies
lead again. Don't take my word,
just take one puff ... (In the
Redbird, Beaumont, Tex., Nov. 12,
1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 12Nov53: KK97747.

AMERICAN TOBACCO COMPANY. ©
Latest college survey shows Luckies
lead again. How do I love those
Lucky Strikes? (In the Redbird,
Beaumont, Tex., Oct. 30, 1953, p.
4) Appl. author: Batten, Barton,
Durstine & Osborn, inc.
© 300ct53; KK97745.

AMERICAN TOBACCO COMPANY. (C)

Latest college survey shows Luckies lead again. She hoped that he'd propose by mail ... (In the Redbird. Beaumont, Tex., Dec. 11, 1953, p. 4) Appl. author: Batten, Barton, Durstine & Osborn. inc. @ 11Dec53: KK97749.

AMERICAN TOBACCO COMPANY. ©
Latest college survey shows Luckies
lead again. We're not so formal
way out west ... (In the Redbird,
Beaumont, Tex., Nov. 6, 1953, p.
lucking & Osborn, inc. © 6Nov53;
KK977h6.

AMERICAN TOBACCO COMPANY. ©
Latest college survey shows Luckies
lead again. When dinner dishes
are all done ... (In the Redbird,
Beaumont, Tex., Dec. 4, 1953, p.
4) Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 4Dec53;
KK97748.

AMERICAN TOBACCO COMPANY, INC. Q.
Let your own taste and throat be the
judge J Hedy Lamarr. [From Daily
news, New York, 9Feb50] (Tobacco)
Sheet. © The American Tobacco Co.,
inc.; 9Feb50; KK46872.

AMERICAN TOBACCO COMPANY, INC. O.
Let your own taste and throat be the
judge! (Tobacco) Sheet. O The
American Tobacco Co., inc.
Hedy Lamarr. [From Saturday evening post, Apr 15, 1950]
C 12Apr50; KK50315.

AMMRICAN TOBACCO COMPANY, INC. C.
Let your own taste and throat be the
judge! Janet Blair. [From Daily
news, New York, Mar. 9, 1950, p. 46]
(Tobacco) Sheet. (D The American
Tobacco Co., inc.; 9Mar50; KK47742.

AMERICAN TOBACCO COMPANY, INC. (C.)

Let your own taste and throat be the judge J Maurice Evans. [From Daily news, New York, Feb. 21, 1950]

(Tobacco) Sheet. (C) The American Tobacco Co., inc.; 21Feb50; KK46874.

AMERICAN TOBACCO COMPANY, INC. C.

Let your own taste and throat be the
judget (Tobacco) Sheet. C The
American Tobacco Co., inc.

Maurice Evans. C 20 Apr 50; KK 50 316.

AMERICAN TOBACCO COMPANY, INC. (3).

Let your own taste and throat be the judge! Ray Bolger. [From Daily news, New York, Peb. 23, 1950] (Tobacco) Sheet. (3) The American Tobacco Co., inc.; 23Feb50; KK46875.

AMERICAN TOBACCO COMPANY, INC. O.

VLet your own taste and throat be the
judge! Ray Bolger. [From Woman's
home companion, Apr. 1950] (Tobacco) Sheet. O The American Tobacco Co., inc.; 19Mar50; KM17740.

AMERICAN TOBACCO COMPANY, INC. C. Let your own taste and throat be the judge! Robert Montgomery. [From Daily news, New York, 2Feb50] (Tobacco) Sheet. © The American Tobacco Co., inc.; 2Feb50; KK46871.

AMERICAN TOBACCO COMPANY, INC. Q.
Let your own taste and throat be the
judges Shelley Winters. [From Daily
news, New York, Feb. 28, 1950] (Tobacco) Sheet. The American Tobacco Co., inc., 28Feb50; KK46876.

AMERICAN TOBACCO COMPANY, INC. O.

Let your own taste and throat be the
judge! Skating star Betty Smith.

[From Daily news, New York, 16Feb50]

(Tobacco) Sheet. O The American
Tobacco Co., inc.; 16Feb50; KM46873.

AMERICAN TOBACCO COMPANY, INC. Q.
Let your own taste and throat be the
judge! Yankee star Joe Page. [From
Daily news, New York, Mar. 2, 1950]
(Tobacco) Sheet. Q 2Mar50;
KM47337.

AMERICAN TOBACCO COMPANY. Little histories of the twelve best, and How to care for your pipe, by W. Zimmerman. © 150ct23, A782891. R77680, 25Apr51, The American Tobacco Co. (PWH)

I. Zimmerman, W.

AUG - 9 1951

AMERICAN TOBACCO CO., New York.
Loading for market, painted by
Clarence Carter. (Cigarettes)
Clipping. © 25Augh7; KK15838.

Luckies for our Armed Forces in Korea and service hospitals, and veterans in V.A. hospitals. [Dorothy Collins] From American legion, June 1, 1953, p. 3. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Jun53; KK88542.

AMERICAN TOMACCO COMPANY, INC. C. Luckies pay more to give you a finer cigarette! [From Time magazine, 2Jan50] Sheet. C The American Tobacco Co., inc.; 29Deck9; KK46870.

AMURICAN TOBACCO COMPANY C.

Luckies pay more to give you a finer
cigarette! [Package of cigarettes
in lower right hand corner]
Sheet. C The American Tobacco Co.;
16Augly9; KKll2512.

Luckies pay more to give you a finer cigarette! B. G. Conner, independent tobacco buyer. [Conner on right holding leaf of tobacco in left hand; pack of Luckies lower left] (Tobacco) Sheet. The American Tobacco Co.; 5Juli9; KK39292.

Luckles pay more to give you a finer cigarettel B. G. Conner, independent tobacco buyer. [Conner on right holding leaf of tobacco in left hand; pack of Luckles lower right] (Tobacco) Sheet. C The American Tobacco Co.; 6Jull,9; KK39295.

Luckies pay more to give you a finer cigarette! C. B. Smith, independent tobacco buyer. [Smith on right holding leaf of tobacco in right hand: pack of Luckies on left] (Tobacco) Sheet. @ The American Tobacco Co.; 2Augly; KK39288.

AMERICAN TORACCO COMPANY C.
Luckies pay more to give yo

Luckies pay more to give you a finer cigarette! Charles "Big Boy"
Randolph. Sheet. © The American Tobacco Co.; 9Aug49; KK42510.

AMERICAN TOBACCO COMPANY ©.

Luckies pay more to give you a finer cigarette! Curtis A. Walker.

(Tobacco) Sheet. © The American Tobacco Co.; 17Aug49; KK42516.

Luckies pay more to give you a finer cigarette! Curtis A. Walker, veteran independent warehouseman.
[Walker on right holding leaf of tobacco with left hand; pack of Luckies on lower left] (Tobacco)
Sheet. © The American Tobacco Co.; ll.Jun. 9; KK 38187.

Luckies pay more to give you a finer cigarette! Dan Currin, independent warehouse operator. [Currin on right holding leaf of tobacco in left hand; pack of Luckies lower left] (Tobacco) Sheet. The American Tobacco Co.; 20Jull9; KK39294.

Luckies pay more to give you a finer cigarette! Dan Gurrin, independent warehouse operator. [Currin on right holding leaf of tobacco in left hand; pack of Luckies on lower right] (Tobacco) Sheet. © The American Tobacco Co.; 7Junl,9; KK38188.

Luckies pay more to give you a finer cigarette; J. Wayne Adams, independent warehouseman. [Adams on right holding a leaf of tobacco with right hand; pack of Luckies on lower right] (Tobacco) Sheet.

The American Tobacco Co.; 19Juli9; KK39290.

Luckies pay more to give you a finer cigarette! John H. Tyndall, independent tobacco buyer. [Tyndall on right holding leaf of tobacco in left hand; pack of Luckies on lower left] (Tobacco) Sheet. The American Tobacco Co.; 26Jul49; KK39289.

AMERICAN TOBACCO COMPANY C.
Luckies pay more to give you a finer
cigarette! L. G. Griffin. (Topacco)
Sheet. C The American Tobacco Co.;
9Sep49: KK42508.

Luckies pay more to give you a finer cigarette! L. G. Griffin, independent auctioneer. [Griffin on right holding right hand up; pack of Luckies lower left] (Tobacco) Sheet. The American Tobacco Co.; 12Juli9; KK39291.

AMERICAN TOBACCO COMPANY C.
Luckies pay more to give you a
finer cigarette: L. Murray
Mangum. (Tobacco) Sheet.
C The American Tobacco Co.;
70ct49; KK42509.

Luckies pay more to give you a finer cigarette! L. Murray Mangum, independent tobacco buyer. [Mangum on right holding leaf of tobacco in left hand; pack of Luckies in lower left] (Tobacco) Sheet. The American Tobacco Co.; 21Jun49; KK38185.

AMERICAN TOBACCO COMPANY C.

Luckies pay more to give you a finer
cigarette! Raymond W. Crutchfield.
(Tobacco) Sheet. C The American
Tobacco Co.; 210ct49; KK42513.

Luckies pay more to give you a finer cigarette! Raymond W. Crutchfield, veteran tobacco warehouseman.
[Crutchfield on left holding a leaf of tobacco in right hand; pack of luckies in lower right] (Tobacco) Sheet. C. The American Tobacco Co.; 28 Jun49; KK38186.

AMERICAN TOBACCO COMPANY C.

Luckies pay more to give you a
finer digarette! Thomas A. Jones,
independent tobacco auctioneer.
[Jones on right; pack of Luckies
lower left] (Tobacco) Sheet.

The American Tobacco Co.;
20Novh9: KKhh188.

American Tobacco Co.

LUCKIES TASTE BETTER; w & m Raymond Scott © The American Tobacco Co. 30Dec52 EU300891

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Luckies taste better. (Cigarettes)
Sheet from New York mirror, Nov. 15.
1951. © 15Nov51; KK68247.

DEC 14

AMERICAN TOBACCO COMPANY ©.

Luckies taste better. Lucky Strike
cigarettes. Adv. from C.C.N.Y
main events. Appl. author: Tessie
M. Krause. © 210ct52; KK79947.

AMERICAN TOBACCO COMPANY (C. Luckies taste better. Lucky Strike cigarettes. Adv. from Forbes, Jan. 16, 1952, p. 2 of cover. Appl. author: Tessie M. Krause. (C) 12Jan52; KK76050.

Luckies taste better. Lucky Strike cigarettes. Adv. from the Jambar, Youngstown, Ohio. Appl. author: Tessie M. Krause. © 30ct52; KK79940.

Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Adv. from C. C. N. Y. reporter, Nov. 18, 1952. Appl. author: Tessie H. Krause. © 18Nov52; KK83557. AMERICAN TOBACCO COMPANY ©.

Luckies taste better. They're made better to taste cleaner, fresher, smoother. (Cigarettes) Adv. from C. C. W. Y. campus, Dec. 4, 1952. Appl. author: Tessie M. Krause. © 4Dec52: KK83558.

Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Hershey Sports Hockey Arena program, 1952-53.

Appl. author: Tessie M. Krause.

© 10ct52; KK80490.

Luckies taste better, cleaner, fresher, smoother. [Young colored man with golf score card] From Baltimore Afro-American, July 7, 1953.

Appl. author: Batten, Barton, Durstine & Osborn, inc. @ 7Jul53;

KK88546.

AMERICAN TOBACCO COMPANY ().
Luckies taste better, cleaner, fresher, smoother. [Young girl in yellow bathing suit] From Look, July 14, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. () 30Jun53; KK88514.

AMERICAN TOBACCO COMPANY O. Luckies taste better, cle

Luckies taste better, cleaner, fresher, smoother. [Face of young girl with blonde hair] From Time, Sept. 7, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 5Sep53; KK91557.

Luckies taste better, cleaner, fresher, smoother. [Tennis scene] From Look, Aug. 11, 1953, p. 4 of cover. Appl. author: Batten, Barton, Durstine & Osborn, inc. @ 28Jul53; KK91571.

AMERICAN TOBACCO COMPANY. ©
Luckies taste better, cleaner,
fresher, smoother. [3 college
students] (In Pittsburgh vs. Chicago Bears, Aug. 15, 1953) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 15Aug53; KK97740.

Luckies taste better, cleaner, fresher, smoother. [Young colored girl in figured bathing suit] From Baltimore Afro-American, July 21, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 21Jul53; KK91583.

AMERICAN TOBACCO COMPANY ().

Luckies taste better, cleaner, fresher, smoother. [Young colored girl in white blouse lighting cigarette]

From Baltimore Afro-American, Sept. 8, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. () 8Sep53; KK91580.

Luckies taste better, cleaner, fresher, smoother. [Young colored girl in white cap & blouse] From Baltimore Afro-American, Aug. 4, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 4Aug53; KK91582.

Luckies taste better, cleaner, fresher, smoother. [Young colored man with mustache] From Baltimore Afro-American, Aug. 18, 1953, p. 5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 18Aug53; KK91581.

Luckies taste better, cleaner, fresher, smoother. [Young colored woman in riding attire] From Ebony, Nov. 1953, p. 3. Appl. author: Batten, Barton, Durstine & Osborn, inc. @ 10ct53; KK91575.

Luckies taste better, cleaner, fresher, smoother. [Young girl holding magazine in one hand, cigarette in the other] From Grit, Williams-port, Pa., Oct. 4, 1953, p. 11.
Appl. author: Batten, Barton, Durstine & Osborn, inc. (1) 40ct53; KK91570.

Luckies taste better, cleaner, fresher, smoother. [Young girl wearing white gloves] From Time, Oct. 5, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. © 10ct53; KK91558.

American Tobacco Co., inc.

LUCKIES TASTE BETTER, CONGA, SCHEDULE B; w & m James Clark © The American Tobacco Co., inc. 260ct53 EU336692

Library of Congress Copyright Office AMERICAN TOBACCO COMPANY ().

Luckies taste better than any other cigarette. (Tobacco) Sheet.

Dorothy Collins. [From Wholesale tobacco distributors of New York, 1951 year book] () 14Mar51;

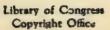
KK61286.

MAY ~ 3 1951

American Tobacco Co.

LUCKY, LUCKY, LUCKY, LUCKY STRIKE; w & m Richard Davis Kissinger © The American Tobacco Co. 10Feb50 EU193325

FEB 27 1950





American tobacco co., New York.
Lucky Strike means Time tobacco ... (In
The New York times)

page 11. c 6-17-46; le 6-25-46; A5 2881. page 14. c 6-20-46; le 6-25-46; A5 2883. page 15. c 6-24-46; le 6-25-46; A5 2882.

30Apr 47 rs

American tobacco co., claimant.

Lucky Strike means fine tobacco.
(Cigarettes) [New York, Printed by
New Yorker magazine, c1947]

clipping.

Print.

Appl. author: Foote, Cone & Belding.

@ author, New York; 6Mar47; KK 10938.

. pam 4-4-47

KK 229

American tobacco co., claimant.

Lucky Strike means fine tobacco.
(Cigarettes) [Philadelphia, Printed by Saturday evening post] cl946.
clipping

Print. © 1-2-46; 2 c 1-12-46; New York; KK 229.

mgc 3-25-46

The American Tobacco Co.

LUCKY STRIKE no. 2; w & m Joseph Leith Hornsby & Ray Bloch © The American Tobacco Co. 26Jul50 EU210773

AUG 2 3 1950

Library of Congress Copyright Office



AMERICAN TOBACCO COMPANY. Lucky Strike presents ... L. H. Purdom. (Cigarettes) Sheet. The American Tobacco Co.; 30Dec47; KK21057.

THE AMERICAN TOBACCO COMPANY L.
Lucky Strike presents the man who
knows. (Cigarettes) Sheet.
© 21Jan48; KK19801.

AMERICAN TOBACCO COMPANY.

Lucky Strike presents the man who knows. (Cigarettes) Sheet. ©

The American Tobacco Co.; 13May48; KK24304.

AMERICAN TOBACCO COMPANY.

Lucky Strike presents the man who knows. (Cigarettes) Sheet. ©

The American Tobacco Co.; 25May48; KK24236.

American tobacco co., claimant.

Lucky Strike presents the man who knows ... Brice R. Leech. (Cigarettes)
[New York, Printed by Daily news, 1947]
clipping.
Print.

Appl. author: Foote, Cone & Belding. C American tobacco co., New York; 23 Jun47; KK14194.

15Jul47 rs

American tobacco co., claimant.

Lucky Strike presents the man who knowsD. H. Huffin S. (Cigarettes) [New York,
Printed by New York daily news, 1947]

clipping.

Print.

@ American tobacco co., New York; 7Jul47; KK14420.

6Aug47 rs

AMERICAN TOBACCO CO., New York.

Lucky Strike presents the man

who knows ... F. L. Evans.

(Cigarettes) Clipping.

(Disaugh; KK15402.

AMERICAN TOBACCO CO., New York.

Lucky Strike presents the man
who knows ... F. L. Evans.

[Leaf ad, girl's head]

(Cigarettes) Clipping.

(Cilphugh7; KK15403.

American tobacco co., claiment.

Lucky Strike presents the man who knows ... F. S. King. (Cigerettes)
[New York, Printed by New York daily news, 1947]

clipping.

Print.

© American tobacco co., New York;
22Juli7; KKli690.

12Augh? re

American tobacco co., claimant.

Lucky Strike presents the man who knows--Frank A. Brown. (Cigarettes)

[New York, Printed by New York daily news, 1947]

clipping.
Print.

Appl. author: Foote, Cone and Belding.

C American tobacco co., New York; 30 Junu ; KK14190.

15Jul47 rs

American tobacco co., claimant.

Lucky Strike presents the man who knows - Joe Burnett. (Cigarettes) [New York, Printed by New York daily mirror, 1947]

clipping.

Print.

© American tobacco co., New York; 15Jull47; KK14542.

7Aug47 ro

American tobacco co., claimant.

Lucky Strike presents the man who knows ... John L. Cummins. (Cigarettes) [New York, Printed by New York daily news, 1947] clipping.

Print.

American tobacco co., New York;
28Juli7; KK14750.

13Augh7 re

AMERICAN TOBACCO CO., New York.
Lucky Strike presents the man
who knows ... L. H. Purdom.
(Cigarettes) Clipping.
(0 19Augh7; KK15h0h.

AMERICAN TOBACCO CO., New York.

Lucky Strike presents the man
who knows ... L. H. Purdom.

[Leaf ad, girl and man]

(Cigarettes) Clipping.

© 21Aug47; KK15405.

AMERICAN TOBACCO CO., New York.
Lucky Strike presents the man
who knows ... Sidney T.
Currin. [Leaf ad, girl's
head] (Cigarettes) Clipping. @ 7Augh7; KK15400.

AMERICAN TOBACCO CO., New York.

Lucky Strike presents the man
who knows ... Sidney T. Currin.
(Cigarettes) Clipping.

© 4Aug47; KK15399.

American tobacco co., claimant.

Lucky Strike presents the man who knowsthe tobacco auctioneer: (Cigarettes)
[New York, Printed by New York times, c1947]
clipping.

Print.
Appl. author: Foote, Cone & Belding.

O American tobacco co., New York;
16Jun47; KK13694.

elg 7-11-47

AMBRICAN TOBACCO COMPANY.

Lucky Strike presents the man who knows, the tobacco auctioneer ...

J. M. Ball. (Cigarettes) Sheet.

© The American Tobacco Co.; 16Marh8; KK21579.

Lucky Strike presents the man who knows, the tobacco buyer ... Brice R. Leech. (Cigarettes) Sheet. © 10Feb48; KK20475.

AMERICAN TOBASCO COMPANY ©.

Lucky Strike suggests: give a carton
for Christmas. (Tobasco) Clipping. (379-E) © The American Tobasco Co.; 10Nov48; KK30427.

American Tobacco Co.

LUCKY STRIKE VAMP; m Raymond Scott
© The American Tobacco Co. 30Dec52
EU300896

Library of Congress Copyright Office

Magnesium and chlorine in the production of flue-cured tobacco. Sheet from the Southern planter, Dec. 1951, p. 3. © The American Tobacco Co.; 1Dec51; KK68616.

JAN 18 1952

AMERICAN TOBACCO COMPANY ©.

Nake it a happy-go-Lucky Christmas.

(Cigarettes) Sheet from Time, Dec.

3, 1951, p. 4 of cover. © 29Nov51;

EK68229.

DEC 1 4 1951

AMERICAN TOBACCO COMPANY ©.
Make 1t a happy-go-Lucky

Make it a happy-go-Lucky Christmas.
Give cartons of Luckies this year.
Luckies taste better than any other
cigarette. Adv. from Life, Dec. 24,
1951. Appl. author: Tessie M.
Krause. © 21Dec51: KK69560.

FEB 1 5 1952

AMERICAN TOBACCO COMPANY ©.

Make it a happy-go-Lucky Christmas.

Luckies taste better than any
other cigarette. Lucky Strike.

Adv. from Life, Dec. 17, 1951.

Appl. author: Tessie M. Krause.

© 14Dec51; KK68891.

FEB - 4 1952

AMERICAN TOBACCO COMPANY ©.

Make it a happy-go-Lucky Christmas.

Lucky Strike. (Gigarettes) Adv.

from Life, Dec. 10, 1951. Appl.

author: Tessie M. Krause.

© 7Dec51; KK68906.

Method of fertilizing influences Burley quality. The American Tobacco Company works with experiment stations to produce finer tobacco. Adv. from the Kentucky farmer, Apr. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. @ The American Tobacco Go.: 1Apr53: KK83897.

Millions of hungry insects have big appetites for tobacco. (Tobacco research) Adv. from the Kentucky farmer, June 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun52; KK74967.

Millions of hungry insects have big appetites for tobacco. (Tobacco research) Adv. from the Southern planter, May 1952, p. 15. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1May 52; KK73462.

AMERICAN TOBACCO COMPANY, INC.

A new approach to Black Shank
control. (Tobacco research)
Adv. from the Kentucky farmer,
Feb. 1952, p. 5. Appl. author:
Curl Camenisch Advertising, inc.

The American Tobacco Co., inc.;
1Feb52; KK70089.

AMERICAN TOBACCO COMPANY. (C) North, south, east and west, American's big 3 lead the field. Lucky Strike, Pall Mall, Herbert Tareyton. [Endorsed by] Andy De Koninck [and 5 others] (In Chain store age, Sept. 1954, p. 122) Appl. author: Batten, Barton. Durstine & Osborn, inc. @ 30Aug5h: KK102253.

AMERICAN TOBACCO COMPANY O.

Nothing, no, nothing beats better
taste. Luckies taste better,
cleaner, fresher, says Roy Campanella. Lucky Strike digarettes.
Adv. from Louisville defender,
Louisville, Ky., Mar. 26, 1953,
p. 10. Appl. author: Tessie M.
Krause. © 26Mar53; KK84968.

AMERICAN TOBACCO COMPANY C.

Nothing, no nothing beats better
taste. [Verses by] Jean Dorrell
[and others] Lucky Strike. From
Daily Iowan, Apr. 27, 1953. Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 27Apr53; KK88539.

AMERICAN TOBACCO COMPANY (C. Nothing, no nothing beats better taste. [Verses by] Margaret C. Brosman [and others] Lucky Strike. From Daily Iowan, Apr. 23, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. (C) 23Apr53; KK88538.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Columbia N. Y. spectator, Jan. 7, 1953. Appl. author: Tessie M. Krause. © 7Jan53; KK83559.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Columbia spectator, Jan. 13, 1953. Appl. author: Tessie M. Krause. © 13Jan53; KK83560.

AMERICAN TOBACGO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. (Cigarettes) Adv. from Newsweek, Jan.
12, 1953. Appl. author; Tessie
M. Krause. © 8Jan53; KK83562.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. (Cigarettes) Adv. from Playbill, Dec. 29, 1952. Appl. author: Tessie M. Krause. © 29Dec52; KK83561.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Dorothy Collins, the sweetheart of Lucky Strike. (Cigarettes) Adv. from the Retail tobacconist, Mar. 1, 1953, p. 9. Appl. author: Tessie M. Krause. © 1Mar53; KK84948.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better,
cleaner, fresher, smoother.
Lucky Strike cigarettes. Adv.
from Time, May 4, 1953. Appl.
author: Tessie M. Krause.
© 30Apr53: KK86709.

AMERICAN TOBACCO COMPANY ©.

Wothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike eigarettes. Adv. from the
American family, Mar. 1953, p. 2
of cover. Appl. author: Tessie M.
Krause. © 25Feb53: KK84952.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better,
cleaner, fresher, smoother.
Lucky Strike cigarettes. Adv.
from the American family, May
1953, p. c23 of cover. Appl.
author: Tessie M. Krause.

© 25Apr53: KK86710.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Jan. 22, 1953, p. 3. Appl. author: Tessie M. Krause. © 22Jan53; KK84954. AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better,
cleaner, fresher, smoother.
Lucky Strike eigarettes. Adv.
from Louisville defender, Louisville, Ky., Apr. 23, 1953. Appl.
author: Tessie M. Krause.
© 23Apr53: KK86711.

AMERICAN TOBACCO COMPANY O.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Lucky Strike digarettes. Adv.
from the New York mirror, Feb.
1, 1953, p. 4. Appl. author:
Tessie M. Krause. © 1Feb53;
KK8h9h6.

Wothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 5, 1953. Appl. author: Tessie M. Krause. © 28Jan53: KK84955.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike eigarettes. Adv. from the Daily Iowan, Feb. 5, 1953. Appl. author: Tessie N. Krause. © 5Feb53; KK84956.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Feb. 12, 1953, p. 3. Appl. author: Tessie M. Krause. © 12Feb53; KK84957. AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the
Daily Iowan, Feb. 19, 1953, p. 3.
Appl. author: Tessie M. Krause.
© 19Feb53: KK8h958.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike eigarettes. Adv. from the Daily Iowan, Feb. 26, 1953. Appl. author: Tessie M. Krause. © 26Feb53; KK84959.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the
Daily Iowan, Mar. 5, 1953. Appl.
author: Tessie M. Krause.

© 5Mar53: KK84960.

Mothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 12, 1953, p. 3. Appl. author: Tessie M. Krause. © 12Mar53; KK8h961. AMERICAN TOBACCO COMPANY O.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the

Daily Iowan, Mar. 19, 1953. Appl. author: Tessie H. Krause.

© 19Mar53; KK84962.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from the Daily Iowan, Mar. 26, 1953. Appl. author: Tessie M. Krause. © 26Mar53; KK84963. AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the
Daily Iowan, Apr. 2, 1953. Appl.
author: Tessie M. Krause.
© 2Apr53: KK8h96h.

AMERICAN TOBACCO COMPANY ©:

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the
Daily Iowan, Apr. 9, 1953. Appl.
author: Tessie N. Krause.
© 9Apr53: KK84965.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother. Lucky
Strike cigarettes. Adv. from the
New York mirror, Mar. 1, 1953.
Appl. author: Tessie M. Krause.
© 1Mar53: KK84947.

AMERICAN TOBACCO COMPANY O.

Nothing, no, nothing beats better taste, and Luckies taste better. Cleaner, fresher, smoother. Lucky Strike eigarettes. Adv. from Louisville defender, Louisville, Ky., Jan. 28, 1953, p. 5. Appl. author; Tessie M. Krause. © 28 Jan 53; KK84967.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste, and Luckies taste better.
Cleaner, fresher, smoother.
(Cigarettes) Adv. from Time,
Apr. 6, 1953. Appl. author:
Tessie M. Krause. © 2Apr53;
KK8h9h9.

AMERICAN TOBACCO COMPANY C.

Nothing, no nothing beats better
taste, and Luckies taste better.
[Man in sailor cap] From Time,
June 1, 1953, p. 4 of cover. Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 28May53; KK88541.

AMERICAN TOBACCO COMPANY C.

Nothing, no nothing beats better
taste, and Luckies taste better.
[Young colored girl in white dress]
From Baltimore Afro-American, May
19, 1953. Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 19May53; KK88540.

AMERICAN TOBACCO COMPANY Q.

Nothing, no nothing beats better
taste, and Luckies taste better.
[Young colored man in straw hat]
From Baltimore Afro-American,
June 16, 1953. Appl. author:
Batten, Barton, Durstine & Osborn,
inc. Q 16Jun53; KK88543.

AMERICAN TOBACCO COMPANY ©.

Nothing, no, nothing beats better
taste. Luckies taste better,
cleaner, fresher, smoother, says
Joe Black. Lucky Strike cigarettes.
Adv. from Ebony, Mar. 1953, p. 3.
Appl. author: Tessie M. Krause.
© 13Feb53: KK84966.

AMERICAN TOBACCO COMPANY ©.

Now, facts, not claims. New evidence
sweeps away smoke screen of cigarette claims ... Lucky Strike.

(Cigarettes) Sheet from the New
York daily mirror, Oct. 30, 1951.
© 300ct51; KK68371.

AMERICAN TOBACCO COMPANY O.

Now see for yourself why Luckies taste better. Be happy - go Lucky. Lucky Strike cigarettes. cPair of hands: Adv. from Baltimore Afro-American, July 22, 1952. Appl. author: Tessie M. Krause. © 22Jul52; KK80479.

AMERICAN TOBACCO COMPANY ©.

Now see for yourself why Luckies
taste better. Lucky Strike cigarettes. cPair of hands: Adv. from
Baltimore Afro-American, July 15,
1952, p. 11. Appl. author: Tessie
M. Krause. © 15Jul52: KK80h78.

AMERICAN TOBACCO COMPANY ©.

Now see for yourself why Luckies

taste better. Lucky Strike cigarettes. cPair of hands: Adv.
from Baltimore Afro-American, July
29, 1952. Appl. author: Tessie M.
Krause. © 29Jul52: KK80h80.

AMERICAN TOBACCO COMPANY @.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. cPair of hands: Adv. from Baltimore Afro-American, Aug. 5, 1952. Appl. author: Tessie M. Krause. © 5Aug52; KK80481. AMERICAN TOBACCO COMPANY ©.

Now see for yourself why Luckies
taste better. Lucky Strike cigarettes. cPair of hands: Adv.
from Baltimore Afro-American, Aug.
12, 1952. Appl. author: Tessie M.
Krause. © 12Aug52: KK80h82.

AMERICAN TOBACCO COMPANY O.

Now see for yourself why Luckies taste better. Lucky Strike eigarettes. cPair of hands: Adv. from Detroit free press. Appl. author: Tessie M. Krause. © 8Jul52; KK79945.

AMERICAN TOBACCO COMPANY ©. Now see for yourself why Luckies taste better. Lucky Strike cigarettes. cPair of hands: Adv. from Detroit times. Appl. author: Tessie M. Krause. © 5Aug52; KK799hh.

AMERICAN TOBACCO COMPANY O.

Now see for yourself why Luckies taste better. Lucky Strike ciga-rettes. cPair of hands: Adv. from Life, July 2, 1952. Appl. author: Tessie M. Krause. @ 4Jul52; KK79942.

AMERICAN TOBACCO COMPANY C.

Now see for yourself why Luckies
taste better. Lucky Strike cigarettes. [Pair of hands & cartoon]
Adv. from Woman's day, Aug. 1952,
p. 20. Appl. author: Tessie M.
Krause. C 31Jul52; KK80215.

AMERICAN TOBACCO COMPANY. ©
Nutrient levels important in fertilizing Burley. (In the Kentucky
farmer, Apr. 1954, p. 7) Appl.
author: Carl Camenisch Advertising. inc. © lApr54: KK95489.

American tobacco co., claimant
Our honor roll. v. 1, no. 1. Oct., 1918.
By Anthony W. Treybal. 85406.

be SFeb47

AMERICAN TOBACCO COMPANY.

Plant bed irrigation gives tobacco better start. (Tobacco) Adv. from the Southern planter, Nov. 1952, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov52; KK79759. AMERICAN TOBACCO COMPANY. ©
Profit column by Lucky. Colorful
Lucky Strike decals are two-way
money makers ... (In Vend-directory, Jan. 1, 1954, p. 82) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © ljan54; KK97757.

AMERICAN TOBACCO COMPANY ().

Profit column by Lucky. Lucky
Strike cigarettes. Adv. from
Vend, Sept. 1, 1952, p. 39.

Appl. author: Tessie N. Krause.
() 1Sep52; KK80216.

AMERICAN TOBACCO COMPANY

Profit column by Lucky. Be happy-go Lucky decals ... Lucky Strike cigarettes. Adv. from the Vend almanac, Jan. 1953, p. 60. Appl. author: Tessie M. Krause.

@ 12Jan53; KK84950.

AMERICAN TOBACCO COMPANY ().

Profit column by Lucky. Decal A, B,

C. From Vend, Aug. 1953, p. 18.

Appl. author: Batten, Barton, Durstine & Osborn, inc. () laug53;

KK885h8.

AMERICAN TOBACCO COMPANY ©.

Proof, not just talk. Lucky Strike.

(Cigarettes) Sheet from New York

mirror, Nev. 1, 1951. © lnov51;

KK68372.

AMERICAN TOBACCO COMPANY. ©
Proper attention to curing gives
tobacco better color. (In the
Southern planter, July 1954, p.
7) Appl. author: Carl Camenisch
Advertising, inc. © 1Jul54;
KK98h37.

AMERICAN TOBACCO COMPANY, INC.
Proper harvesting and curing produce
finer tobacco. Sheet from Kentucky
farmer, Aug. 1951, p. 5. © The
American Tobacco Co., inc.;
lAug51; KK64601.

AMERICAN TOBACCO COMPANY. ©
Put quality first in choosing fluecured varieties. (In the Southern
planter, Nov. 1954, p. 4) Appl.
author: Carl Camenisch Advertising. inc. © lnov5h: KK101707.

AMERICAN TOBACCO COMPANY.

Quality of product is essential to continuing success. [From National urban league 40th anniversary yearbook, Oct.-Dec. 1950] (Tobacco) Sheet. © The American Tobacco Go.; 12Mar51; KK61284.

MAY 23 1951

AMERICAN TOBACCO COMPANY.

Radioactive elements guide tobacco
researchers. From the Southern
planter, Oct. 1953, p. 9. Appl.
author: Carl Camenisch Advertiseing, inc. © The American Tobacco
Co.; 10ct53; KK89932.

AMERICAN TOBACCO COMPANY.

Recognize deficiencies early to avoid inferior burley. Adv. from the Kentucky farmer, June 1953, p. 5. (No. 26 in a series on burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun53; KK86159.

AMERICAN TOBACCO COMPANY.

Research makes it possible to produce finer tobacco. Sheet from Southern planter, Oct. 1951, p. 11. ① The American Tobacco Co.; 10ct51; KK66861.

NOV - 6 1951

AMERICAN TOBACCO COMPANY Co. Retail reminders by Lucky

Retail reminders by Lucky. Get more sales from regular customers.
Lucky Strike. Adv. from Chain store age, grocery ed., Oct. 1952, p. 63. (No. 5 of a ser.) Appl. author: Tessie N. Krause. © 30Sep52; KK79946.

AMERICAN TOBACCO COMPANY O.

Retail reminders by Lucky. Lucky Strike cigarettes. Adv. from Chain store age, Jan. 1953. (No. 8 of a series) Appl. author: Tessie M. Krause. © 30Dec52; KK81589.

AMERICAN TOBACCO COMPANY O.

Retail reminders by Lucky. Lucky
Strike eigarettes. Adv. from
Chain store age, Har. 1953, p.
61. (No. 9 of a series) Appl.
author: Tessie M. Krause.
© 28Peb53; KK84953.

AMERICAN TOBACCO COMPANY ©.

Retail reminders by Lucky. Lucky

Strike cigarettes. Adv. from

Chain store age, May 1953. (No.

10 of a series) Appl. author:

Tessie M. Krause. © 30Apr53:

KK86708.

AMERICAN TOBACCO COMPANY O.

Retail reminders by Lucky. Make one item sell others. Lucky Strike oigarettes. Adv. from National grocers bulletin, July 1952, p. 59. (No. 4 of a ser.) Appl. author: Tessie M. Krause. © 1Jul52; KK79069.

AMERICAN TOBACCO COMPANY O.

Retail reminders, by Lucky; no. 7 of a series. Lucky Strike cigarettes. Adv. from Chain store age, Nov. 1952. Appl. author: Tessie M. Krause. © 300ct52; KK80487.

AMERICAN TOBACCO COMPANY ().

Retail reminders by Lucky. (No. 11 of a series) From Chain store age, grocery ed., July 1953, p. 34.

Appl. author: Batten, Barton, Durstine & Osborn, inc. () 30Jun53; KK88545.

AMERICAN TOBACCO COMPANY ().

Retail reminders by Lucky. (No. 12

of a series) From Chain store age,

Sept. 1953, p. 47. Appl. author:

Batten, Barton, Durstine & Osborn,

inc. () 30Aug53; KK91577.

AMERICAN TOBACCO COMPANY ().

Retail reminders by Lucky. (No. 13 of a series) From Chain store age, Nov. 1953, p. 166. Appl. author:

Batten, Barton, Durstine & Osborn, inc. (2) 300ct53; KK91576.

AMERICAN TOBACCO COMPANY. ©
Retail reminders by Lucky. (No. 14
of a series) Lucky Strike. (In
Chain store age (Western grocery
managers ed.) Jan. 1954, p. 16)
Appl. author: Batten, Barton, Durstine & Osborn, inc. © 30Dec53;
KK97737.

AMERICAN TOBACCO COMPANY. ©
Retail reminders by Lucky. No. 15
of a series. (In Chain store age,
grocery ed., Mar. 1954, p. 86)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 26Feb54;
KK98377.

AMERICAN TOBACCO COMPANY. ©
Retail reminders by Lucky. No. 16
of a series. (In Chain store age,
grocery ed., May 1954, p. 30)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 30Apr54;
KK98376.

AMERICAN TOBACCO COMPANY O.

Retail reminders by Lucky. Sell large packages and multiple units. Lucky Strike eigerettes. Adv. from N.A.R.D. journal, Apr. 7, 1952, p. 525. (No. 3 of a series). Appl. author: Tessie M. Krause. © 7Apr52; KK79071

AMERICAN TOBACCO COMPANY ©.

Retail reminders by Lucky. Shoot for total dollar profits, not percentages. Lucky Strike cigarettes.

Adv. from N.A.R.D. journal, Mar. 3, 1952, p. 323. Appl. author: Tessie M. Krause. © 3Mar52: KK77373.

AMERICAN TOBACCO COMPANY ().

Retail reminders by Lucky. Today's grocery stores boost cigarette sales. Lucky Strike. Adv. from the Progressive grocer, Oct. 1952, p. 121. (No. 6 of a ser.) Appl. author: Tessie N. Krause.

() 150ct52; KK79936.

AMERICAN TOBACCO COMPANY, INC.

Right use of fertiliser means better burley. (Tobacco research) Adv. from the Kentucky farmer, Apr. 1952, p. 5. Appl. author: Carl Gamenisch Advertising, inc. © The American Tobacco Co., inc.; lApr52; KK72250. AMERICAN TOBACCO COMPANY. ©
Ripe Burley tobacco yields more cigarette grades. (In the Kentucky
farmer, Aug. 1954, p. 3) Appl.
author: Carl Camenisch Advertising, inc. © lAug54; KK99066.

AMERICAN TOBACCO COMPANY.

Roll your own and you'll own a roll.
Central State Bank of Dallas. (In
Dallas morning news) 30Nov23,
A771370. R81875, 9Aug51, The
American Tobacco Co. (PWH)

AMERICAN TOBACCO COMPANY.

Root-knot and root-rot, twin threats to tobacco. (Tobacco research) Adv. from the Southern planter, Mar. 1952, p. 11. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar52 (in notice: 1951); KK71718. AMERICAN TOBACCO COMPANY. ©
Rotate crops for protection against
soil-borne tobacco diseases. (In
the Southern planter, Oct. 1954,
p. 13) Appl. author: Carl Camenisch Advertising, inc. © 10ct54;
KK1009h2.

AMERICAN TOBACCO COMPANY. ©
Rotation improves soil condition for
higher quality in Burley. (In the
Kentucky farmer, Nov. 1954, p. 3)
Appl. author: Carl Camenisch Advertising, inc. © lnov54;
KK102141.

AMERICAN TOBACCO COMPANY.

Save time and labor in handling tobacco. From the Kentucky farmer, Oct. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. O The American Tobacco Co.; 10ct53; KK896hh. AMERICAN TOBACCO COMPANY, INC. Q.
The show must go on right [by] The
Jam Handy Organization, inc.
35 mm. film strip. @ The American
Tobacco Co., inc.; le 180etl;8;
JUl;879.

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.
C The American Tobacco Co., inc.
Ella Raines. C 11Apr50; KK50319.

AMERICAN TOBACCO COMPANY, INC. Q.

Scientific tests prove Lucky Strike
milder ... [From Daily news, New
York, Mar. 8, 1950, p. 47] (Tobacco) Sheet. Q The American Tobacco Co., inc.; 8Mar50; KK47741.

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.
C The American Tobacco Co., inc.
Gaby Bouche. C 4Apr50; KK50321.

AMMRICAN TOBACCO COMPANY, INC. ©.
Scientific tests prove Lucky Strike
milder ... Janet Blair. [From
Daily news, New York, Mar. 22, 1950,
p. 51] (Tobacco) Sheet. © The
American Tobacco Co., inc.; 22Mar50;
KK47738.

AMERICAN TOBACCO COMPANY, INC. O.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheets.

© The American Tobacco Co., inc.
Janet Blair. [From the Saturday
evening post, July 8, 1950] (01016; 7-A) © 5Jul50; KK51677.

ANG 1 7 MEST

AMERICAN TOBACCO COMPANY, INC. ©.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheets.
© The American Tobacco Co., inc.
Jesse Owens. [From Ebony, July
1950] (0-1244; 8, Negro)
© 5Jun50; KK51676.

A 10 1 7 1950

AMERICAN TOBACCO COMPANY, INC. O.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.

The American Tobacco Co., inc.
Lilli Palmer. O 31May50; KK50314.

AMERICAN TOBACCO COMPANY, INC. O.
Scientific tests prove Lucky Strike
milder ... Marlene Dietrich.
[From Daily news, New York,
Mar. 28, 1950, p. 22] (Tobacco)
Sheet. O The American Tobacco Co.,
inc.; 28Mar50; KK47757.

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.

The American Tobacco Co., inc.
Marlene Dietrich. [Prom Saturday
evening post, May 13, 1950]

10May50; KK50317.

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.
C The American Tobacco Co., inc.
Marlene Dietrich. [From New York
daily news, Mar. 28, 1950]
C 28Mar50; KK50322.

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Gigarettes) Sheet.

© The American Tobacco Co., inc.
Phil Harris & Alice Faye. [From
Collier's, Aug. 5, 1950, p. 45]
(PO 0-621) © 28Jul50; KK55112.

AMERICAN TOBACCO COMPANY, INC. © Scientific tests prove Lucky Strike milder ... (Cigarettes) Sheets.

© The American Tobacco Co., inc.
Rex Harrison. [From the Saturday evening post, June 24, 1950] (0-1930) © 21Jun50; KK51675.

AND A THEO

AMERICAN TOBACCO COMPANY, INC. C.
Scientific tests prove Lucky Strike
milder ... (Cigarettes) Sheet.
C The American Tobacco Co., inc.
Van Heflin. C 6Apr50; KK50320.

AMERICAN TOBACCO COMPANY (C.

See Dorothy Collins, the sweetheart of Lucky Strike ... Be happy - go Lucky, in a cigarette, taste makes the difference ... Lucky Strike cigarettes. Adv. from N.A.T.D. co-ordinator magazine, May 1952. Appl. author: Tessie M. Krause. (1) 1May52; KK79070.

AMERICAN TOBACCO COMPANY @.

AMERICAN TOBACCO COMPANY O.

See for yourself why Luckies taste better. For a cleaner, fresher, smoother smoke, be happy-go Lucky. Lucky Strike cigarettes. Adv. from Detroit times, Aug. 12, 1952. Appl. author: Tessie M. Krause. © 12Aug52; KK84170.

See for yourself why Luckies taste better. cLocker room scene with golfers: Lucky Strike cigarettes. Adv. from Trenton times, Trenton, N. J., Sept. 23, 1952. Appl. author: Tessie M. Krause. © 23Sep52; KK81572.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cBlonde woman in evening dress, pair of hands: Adv. from the Ogden, Utah, standard-examiner, Oct. 14, 1952. Appl. author: Tessie M. Krause. © 140ct52; KK80492.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cHead of woman: Adv. from Pittsburgh press, Appl. author: Tessie M. Krause. © 3Sep52; KK79939.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cMan's face, pair of hands: Adv. from Baltimore Afro-American, Aug. 19, 1952, Appl. author: Tessie M. Krause. @ 19Aug52; KK80483.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cMan's face, pair of hands: Adv. from Ebony, Nov. 1952. Appl. author: Tessie M. Krause. @ 10ct52; KK80489.

See for yourself why Luckies taste better. Lucky Strike digarettes. cSwimmers: Adv. from Pittsburgh press. Appl. author: Tessie M. Krause. © 9Sep52; KK79938.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cTennis player; females Adv. from Pittsburgh press. Appl. author: Tessie M. Krause. © 178ep52; KK79937. AMERICAN TOBACCO COMPANY ©.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cWoman tennis player, pair of hands: Adv. from Baltimore Afro-American, Sept. 23, 1952. Appl. author: Tessie M. Krause.

@ 23Sep52; KK80485.

See for yourself why Luckies taste better. Lucky Strike cigarettes. cWoman's face, pair of hands: Adv. from Baltimore Afro-American, Sept. 2, 1952. Appl. author: Tessie M. Krause. © 2Sep52; KK80484.

See why Luckies taste better. For a cleaner, fresher, smoother smoke. Lucky Strike cigarettes. Two women, pair of hands: Adv. from Time, Nov. 10, 1952, p. 4 of cover. Appl. author: Tessie M. Krause. © 6Nov52; KK80498.

AMERICAN TOBACCO COMPANY ©.

See why Luckies taste better. Lucky
Strike cigarettes. cBarbeque
scenes Adv. from Life, Sept. 1,
1952. Appl. author: Tessie M.
Krause. © 29Aug52: KK79941.

AMERICAN TOBACCO COMPANY ©.

See why Luckies taste better. Lucky
Strike cigarettes. Be happy - go
Lucky. cPair of hands: Adv. from
Ebony, Sept. 1952. Appl. author:
Tessie M. Krause. © 6Aug52;
KK80h88.

See why Luckies taste better. Lucky Strike cigarettes. cMan and woman, pair of hands: Adv. from the Ogden, Utah, standard-examiner, Sept. 30, 1952, p. 2. Appl. author: Tessie M. Krause. © 30Sep52; KK80491. AMERICAN TOBACCO COMPANY (2.

See why Luckies taste better. Lucky
Strike eigarettes. [Man & woman
with rakes] Adv. from Time, Oct.
6, 1952. Appl. author: Tessie M.
Krause. (20ct52; KK80219.

AMERICAN TOBACCO COMPANY Co.

See why Luckies taste better. Lucky
Strike cigarettes. [Man with
apron & bakers' cap] Adv. from
Western family, Sept. 18, 1952, p.

2. Appl. author: Tessie M. Krause.
© 18Sep52; KK80217.

See why Luckies taste better. Lucky Strike digarettes. cPair of hands: Adv. from Life, Aug. 4, 1952. Appl. author: Tessie M. Krause. © 1Aug52; KK79943. AMERICAN TOBACCO COMPANY C.

See why Luckies taste better. Lucky
Strike cigarettes. [Red gloves & cigarette] Adv. from Town & country, Nov. 1952, p. 2 of cover.

Appl. author: Tessie M. Krause.

© 310ct52: KK80218.

See why Luckies taste better. Lucky Strike cigarettes. cThree hands: Adv. from Town and country, Oct. 1952. Appl. author: Tessie M. Krause. © 30Sep52; KK80499.

See why Luckies taste better.

cWorker eating lunch: Lucky Strike eigarettes. Adv. from Trenton times, Trenton, N. J., Oct. 7, 1952. Appl. author: Tessie M. Krause. @ 70ct52; KK81575.

See why Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Two women, pair of hands: Adv. from Playbill, Nov. 3, 1952. Appl. author: Tessie M. Krause. © 3Nov52; KK80494. AMERICAN TOBACCO COMPANY.

Seeding and fertilizing tobacco
plant beds. (Tobacco research)
Adv. from the Southern planter,
Dec. 1952, p. 7. Appl. author:
Carl Camenisch Advertising, inc.

© The American Tobacco Co.;
1Dec52; KK81057.

AMERICAN TOBACCO COMPANY ©.

Since Christmas shopping days are
here ... Lucky Strike. (Cigarettes)
Adv. from Life, Dec. 10, 1951.
Appl. author: Tessie M. Krause.

© 7Dec51; KK68907.

American Tobacco Co.

SMOKE A LUCKY TO FEEL YOUR LEVEL BEST w Robert Leonard Foreman m Joseph Leith Hornsby arr Raymond Alphonse Bloch © The American Tobacco Co. 1Mar49 EU158672

Library of Congress Copyright Office AMERICAN TOBACCO COMPANY .

Smoke a Lucky to feel your level
best! [Blond girl in oval frame
wears necklace] (Tobacco) Sheet.

The American Tobacco Co.;
16Jun49: KK38183.

AMERICAN TOBACCO COMPANY (D. Smoke a Lucky to feel your level best! [Blond girl with necklace and ear rings] (Tobacco) Sheet. (D The American Tobacco Co.; 24Jun49; KK38180.

Smoke a Lucky to feel your level best! [Blonde wearing fishing costume, standing in stream; reel in right hand; left hand scooping fish into net; in col.] (Tobacco) Clipping. (5-A) () The American Tobacco Co.; 18Mar49; KK35199.

Smoke a Lucky to feel your level best! [Blonde wearing riding habit, on horseback; in col.] (Tobacco) Clipping. © The American Tobacco Co.; 8April9; KK35197.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level best!

[Blonde wearing strapless dress,
choker necklace and matching earrings; in bull's eye] (Tobacco)

Clipping. (6-B) C The American
Tobacco Co.; 5Aprt49; KK35194.

AMERICAN TOBACCO COMPANY (2).

Smoke a Lucky to feel your level best:

[Blonde wearing two-piece blue swim
suit seated on Man's shoulders]

(Tobacco) Clipping. (4-A) (2) The
American Tobacco Co.; llMar49;

KK35196.

AMERICAN TOBACCO COMPANY ©.

Smoke a Lucky to feel your level
best: [Bride standing on stairs]
(Tobacco) Sheet. © The American
Tobacco Co.; 20May49; KK38182.

AMERICAN TOBACCO COMPANY ().

Smoke a Lucky to feel your level
best: [Girl in oval frame holding
tennis racket] (Tobacco) Sheet.

() The American Tobacco Co.;
19April 9; KK 38179.

AMERICAN TOBACCO COMPANY (3).

Smoke a Lucky to feel your level best: (Tobacco) Clipping. (3) The American Tobacco Co.; lmarly; KK 33567.

[Girl in swim suit astride man's shoulders]

Smoke a Lucky to feel your level best.
[Girl in swim suit -splashing water]
(Tobacco) Clipping. The American Tobacco Co.; 20Feb49; KK34469.

Smoke a Lucky to feel your level best.
[Girl in white sweater - blue slacks]
(Tobacco) Clipping. The American
Tobacco Co.; 11Feb49; KK34468.

AMERICAN TOBACCO COMPANY ©.

Smoke a Lucky to feel your level best.

[Girl in yellow sweater with golf club] (Tobacco) Sheet. © The American Tobacco Co.; 25May49; KK38184.

Smoke a Lucky to feel your level besti [Girl wearing fishing costume with hip boots; reel held in right hand] (Tobacco) Clipping. (C-5) © The American Tobacco Co.; limaria; KK35201. AMERICAN TOBACCO COMPANY O.

Smoke a Lucky to feel your level best! [Girl wearing riding costume, wind-blown hair; in bull's eye] (Tobac-co) Clipping. (4-A) (The American Tobacco Co.; 22Mar49; KK35192.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level best;

[Girl wearing riding habit, with
wind-blown hair; in bull's eye]

(Tobacco) Clipping. (C-6)

© The American Tobacco Co.; 28Mar49;

KK35200.

AMERICAN TOBACCO COMPANY O.

Smoke a Lucky to feel your level best; [Girl wearing ski jacket, scarf around neck; in bull's eye] (Tobacco) Clipping. (3-A) (The American Tobacco Co.; 15Mar49; KK35191.

AMERICAN TOBACCO COMPANY ().

Smoke a Lucky to feel your level best!
[Girl wearing tailored dress, strand of pearls around neck; in bull's eye] (Tobacco) Clipping. (5-B)
© The American Tobacco Co.; 29Mar49; KK35193.

AMERICAN TOBACCO COMPANY .

Smoke a Lucky to feel your level
best: [Girl with brown hair and
eyes holding tennis racket]
(Tobacco) Sheet. . The American
Tobacco Co.: 26Apr49: KK38181.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level on toboggan
best! [Girl with red coat] (To-

bacco) Clipping. The American Tobacco Co.; 27Jan49; KK33568.

AMERICAN TOBACCO COMPANY .

Smoke a Lucky to feel your level
best! [L.S. girl in oval frame.
Uncolored picture] (Tobacco)

Clipping. © The American Tobacco Co.; 8Mar49; KK34467.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level best:

[Negro sweater girl holding golf
club ready for swing; in bull's eye]

(Tobacco) Clipping. (2) C The

American Tobacco Co.; 4Apr49;
KK 35198.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level
best! [dfr] with white sweater]
(Tobacco) Clipping. The American Tobacco Co.: 2Feb49: KK33569.

AMERICAN TOBACCO COMPANY C.

Smoke a Lucky to feel your level best!

[Sweater girl holding golf club
ready for swing; in bull's eye]

(Tobacco) Clipping. (7-B) C The
American Tobacco Co.; 12Apr49;

KK35195.

AMERICAN TOBACCO COMPANY ©.

Smoke screen of cigarette claims
swept away. Lucky Strike. (Cigarettes) Sheet from New York mirror,
Nov. 8, 1951. © 8Nov51; KK68373.

AMERICAN TOBACCO COMPANY ().

Smoking enjoyment is all a matter of taste, and Luckies taste better. From Look, Nov. 17, 1953. Appl. author: Batten, Barton, Durstine & Osborn, inc. @ 3Nov53; KK91569.

AMERICAN TOBACCO COMPANY. ©
Soil fumigation may help flue-cured
growers. (In the Southern planter, Mar. 1954, p. 11) Appl. author: Carl Camenisch Advertising,
inc. © 1Mar54; KK94567.

AMERICAN TOBACCO COMPANY ©.

Some folks give gifts ... Luckies
taste better, so be happy, go
Lucky. Lucky Strike. (Cigarettes)
Adv. from Playbill. Appl. author:
Tessie M. Krause. © 3Dec51;
KK68905.

AMERICAN TOBACCO COMPANY. ©
Space and set efficiently for better
Burley quality. (In the Kentucky
farmer, May 1954, p. 7) Appl.
author: Carl Camenisch Advertising, inc. © lmay54; KK96967.

AMERICAN TOBACCO COMPANY.

Spacing and topping affect quality, quanity of flue-cured tobacco. (Tobacco research) Adv. from the Southern planter, Apr. 1952, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; lApr52; KK72790.

AMERICAN TOBACCO COMPANY.

Start plant beds now to prevent wildfire. From the Kentucky farmer, Sept. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Sep53; KK88636. AMERICAN TOBACCO COMPANY. ©
Start preparing plant beds now for
healthier tobacco plants. (In the
Kentucky farmer, Sept. 1954, p. 3)
Appl. author: Carl Camenisch Advertising, inc. © 1Sep54;
KK100089.

AMERICAN TOBACCO COMPANY.

Start with good seed for best tobacco crops. From the Southern planter, Nov. 1953, p. 7. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; lNov53; KK91101.

AMERICAN TOBACCO COMPANY.
The story of Lucky Strike. SEE
Flannagan, Roy Catesby.

AMERICAN TOBACCO COMPANY, INC.
The story of the fight against blue mold. (Tobacco research)
Adv. from the Southern planter,
Jan. 1952, p. 7. (Flue-cured tobacco, no. 4) Appl. author:
Carl Camenisch Advertising, inc.

The American Tobacco Co., inc.;
1Jan52 (in notice: 1951); KK69772.

120 6 0 1902

AMERICAN TOBACCO COMPANY.

The story of the fight against wildfire. [From Kentucky farmer, May 1951, p. 9] (Tobacco) Sheet. © lNay51; KK62452.

AMERICAN TOBACCO COMPANY. ©
Strip and sort Burley with uniformity as goal. (In the Kentucky
farmer, Oct. 1954, p. 3) Appl.
author: Carl Camenisch Advertising, inc. © 10ct54: KK100771.

AMERICAN TOBACCO COMPANY Co.
Students: Make money writing Lucky
Strike "Happy-go-Lucky" jingles!
[From Paris Junior College bat,
Texas, Sept. 12, 1950] (Cigarettes)
Sheet. (BH-ICN) © 12Sep50;
KK55108.

NOV 1 6 1950

AMERICAN TOBACCO COMPANY O.

Students - make \$25.00. Write a Lucky Strike jingle. (Cigarettes) Adv. from Reporter, Rochester Institute of Technology, Sept. 19, 1952, Appl. author: Tessie M. Krause. © 198ep52; KK79935.

AMERICAN TOBACCO COMPANY, INC.
Successful tobacco crops begin in
healthy plant beds. (Tobacco
research) Adv. from the Kentucky
farmer, Mar. 1952, p. 5. Appl.
author: Carl Camenisch Advertising,
inc. © The American Tobacco Co.,
inc.; 1Mar52 (in notice: 1951);
KK71643.

AMERICAN TOBACCO COMPANY. ©
Take care of plant beds for finer
flue-cured tobacco. (In the
Southern planter, Sept. 1954, p.
9) Appl. author: Carl Camenisch
Advertising, inc. © 1Sep54;
KK100090.

AMERICAN TOBACCO COMPANY.

Take care of topsoil to conserve tobacco land. From the Southern planter, Aug. 1953, p. 3. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Aug53; KK89054. AMERICAN TRACTOR CORPORATION C.

Terratrae; yesterday, today, tomorrow. Folder. Appl. author:
Lillian D. Rojtman. © 18Jun55;
KK88644.

American Tobacco Co.
THERE'S NOT A ROUGH PUFF WHEN YOU LIGHT
UP A LUCKY STRIKE; w & m Richard
Davis Kissinger © The American
Tobacco Co. 10Feb50 EU193326

FEB 27 1000

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AMERICAN TOBACCO COMPANY, ©
31,000 actual student interviews
show college smokers prefer
Luckies to all other brands.
cCo-ed at blackboards (In
Redbird, Beaumont, Tex., Jan.
15, 1954) Appl. author: Batton,
Barton, Durstine & Osborn, inc.
© 15Jan54; KK98367.

AMERICAN TOBACCO COMPANY. ©
31,000 actual student interviews,
show college smokers prefer Luckies to all other brands. (In the
Redbird, Beaumont, Tex., Jan. 8,
1954, p. 4) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 8Jan54; KK97750.

AM ERICAN TOBACCO COMPANY.

31,000 actual student interviews show college smokers prefer Luckies to all other brands. (In Redbird, Beaumont, Tex., Jan. 15, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Jan54; KK98367.

AMERICAN TOBACCO COMPANY. ©

31,000 actual student interviews, show college smokers prefer Luckies to all other brands. c3 male & 3 female headss (In the Redbird, Beaumont, Tex., Jan. 8, 1954, p. 4) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 8Jan54; KK97750.

AMERICAN TOBACCO COMPANY

This is another big reason why we're sure Lucky Strike means fine tobacco! [Research laboratory building at top; three laboratory scenes below; pack of Luckies lower right] (Tobacco) Sheet. U The American Tobacco Co.; 28Jul49; KK39297.

AMERICAN TOBACCO COMPANY O.

To give you a finer cigarette, Lucky Strike maintains America's finest cigarette laboratory! Sheet.

The American Tobacco Co.; 30Jun49; KK38189.

AMERICAN TOBACCO COMPANY C.

To give you a finer cigarette Lucky
Strike maintains America's finest
cigarette laboratory. Sheet.
C The American Tobacco Co.;
19Aug49; KK42517.

AMERICAN TOBACCO COMPANY.

Tobacco breeding defeats disease.
(Tobacco research) Adv. from the
Scuthern planter, July 1952, p. 9.
Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jul52; KK75211.

AMERICAN TOBACCO COMPANY.

Tobacco crops are often made or ruined ... Plan now to prevent disease losses in 1953. Adv. from the Kentucky farmer, Nov. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov52; KK79303.

Plan now

AMERICAN TOBACCO COMPANY. ©
Tobacco entension services help
improve burley quality. (In the
Kentucky farmer, Dec. 1954, p. 3)
Appl. author: Carl Camenisch Advertising, inc. © 1Dec54;
KK102802.

AMERICAN TOBACCO COMPANY. ©
Tobacco extension services help
improve burley quality. (In the
Kentucky farmer, Dec. 1954, p. 3)
Appl. author: Carl Camenisch Advertising, inc. © 1Dec54;
KK102802.

AMERICAN TOBACCO COMPANY.

Tobacco extension work covers the whole year. Adv. from the Kentucky farmer, Dec., 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Dec52; KK80076.

AMERICAN TOBACCO COMPANY, INC.
Tobacco extension work profits burley
growers. (Tobacco research) Sheet
from the Kentucky farmer, Dec. 1951,
p. 5. © The American Tobacco Co.,
inc.: 1Dec51: KK68179.

AMERICAN TOBACCO COMPANY. ©
Tobacco extension workers help improve flue-cured quality. (In the Southern planter, Dec. 1954, p. 3)
Appl. author: Carl Camenisch Advertising, inc. © 1Dec54;
KK102344.

AMERICAN TOBACCO COMPANY.

Tobacco growers have come to fear black shank ... One-year report on black shank control. (Tobacco) Adv. from the Kentucky farmer, Feb. 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Feb53; KK82092.

AMERICAN TOBACCO COMPANY.

Tobacco plant spacing, under present labor conditions on the farm, is largely a matter of economics or costs. Correct Burley spacing means dollars to growers. Adv. from the Kentucky farmer, May 1953, p. 5. (No. 25 in a series on Burley tobacco) Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.: 1May53: KK84794.

AMERICAN TOBACCO COMPANY.

Tobacco workers' conference helps
growers to prosper. From the
Southern planter, July 1953, p. 4.
Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.: 1Jul53: KK87725.

AMERICAN TOBACCO COMPANY.

Top and sucker carefully to improve Burley quality. From the Kentucky farmer, July 1953, p. 5. Appl. author: Carl Camenisch Advertising, inc. @ The American Tobacco Co.; 1Jul53; KK87724.

AMERICAN TOBACCO COMPANY. ©
Topping and suckering affect cigarette grades. (In the Kentucky
farmer, July 1954, p. 3) Appl.
author: Carl Camenisch Advertis-

ing, inc. @ 1Jul54; KK98589.

AMERICAN TOBACCO COMPANY.

20 of the world's finest Turkish
cigarettes for 30¢; a triumph
in volume production. R75252.
SEE Lennen, Phillip W.

JUN 1 1 1951

AMERICAN TOBACCO CO., New York.
"Unstringing tobacco", painted
by Aaron Bohrod. (Cigarettes)
Clipping. © 60ct47; KK16726.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] William T. Andrews.
(In the Baltimore Afro-American,
Oct. 9, 1954) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 50ct54; KK102251.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Mildred Blount. (In
the Baltimore Afro-American, July
31, 1954) Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 27Jul54; KK102247.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Roy Campanella. (In
Ebony, Sept. 1954, p. 3) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 11Aug54; KK102256.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Ruthe Campanella.
(In the Baltimore Afro-American,
July 3, 1954) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 29Jun54; KK102243.

title made.

AMERICAN TOBACCO COMPANY. ()
What makes a Lucky taste better?
[Endorsed by] Selma Day. (In the
Baltimore Afro-American, Aug. 21,
1954) Appl. author: Batten, Barton, Durstine & Osborn, inc.
() 24Aug54: KK102250.

AMERICAN TOBACCO COMPANY. ©

What makes a Lucky taste better?

[Endorsed by] G. C. Dejoie, Jr.

(In the Baltimore Afro-American,

June 15, 1954) Appl. author:

Batten, Barton, Durstine & Osborn,

inc. © 15Jun54; KK101648.

title made.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] G. James Fleming.
(In the Baltimore Afro-American,
Aug. 14, 1954) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 10Aug54; KK102249.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Betsy von Purstenberg. (In Time, June 7, 1954, p.
2-3) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 3Jun54: KK102264.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] James (Junior) Gilliam) (In the Baltimore AfroAmerican, Aug. 7, 1954) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 3Aug54; KK102248.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Jimmy Hatlo. (In
Life, July 5, 1954, p. 4 of cover)
Appl. author: Batten, Barton, Durstine & Osborn, inc. © 2Jul54;
KK102258.

See attached card.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Jimmy Hatlo. (In
Better living, Aug. 1954, p. 3)
Appl. author: Batten, Barton, Durstine & Osborn, inc. © 15Jul54;
KK10102h.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Don Newcombe. (In the Baltimore Afro-American, June 1, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 1Jun54; KK101647.

title made.

AMERICAN TOBACCO COMPANY. (**)

What makes a Lucky taste better?

[Endorsed by] William G. Nunn.

(In the Baltimore Afro-American,

July 17, 1954) Appl. author:

Batten, Barton, Durstine & Osborn,

inc. (**) 13Jul54; KK102245.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Jesse Owens. (In the Baltimore Afro-American, July 24, 1954) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Jul54: KK102246.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?

[Endorsed by] Pee Wee Reese. (In True, the man's magazine, Sept.

1954, p. 13) Appl. author: Batten, Barton, Durstine & Osborn, inc. © 20Aug54; KK102265.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Ted Shearer. (In
the Baltimore Afro-American, Oct.
23, 1954) Appl. author: Batten,
Barton, Durstine & Osborn, inc.
© 190ct5h; KK102252.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Sam Snead. (In
Look, Aug. 10, 1954, p. 4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 27Jul54; KK102259.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Frank L. Stanley.
(In the Baltimore Afro-American,
July 10, 1954) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 6Jul54; KK102244.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Endorsed by] Ted Williams. (In
Look, Oct. 19, 1954, p. 5) Appl.
author: Batten, Barton, Durstine &
Osborn, inc. © 50ct54; KK102260.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
It's toasted to taste better.
[Endorsed by] Mildred Blount.
(In Ebony, July 1954, p. 3)
Appl. author: Batten, Barton,
Durstine & Osborn, inc.
© 13Jun54: KK98375.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
It's toasted to taste better.
cEndorsed by: Betsy von Furstenberg. (In Look, June 15, 1954)
Appl. author: Batten, Barton,
Durstine & Osborn, inc. © 1Jun54;
KK98370.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
It's toasted to taste better.
[Girl driving farm implement]
(In Farm & ranch, July 1954, p.
11) Appl. author: Batten, Barton, Durstine & Osborn, inc.
© 10Jun54; KK98372.

AMERICAN TOBACCO COMPANY. (*)
What makes a Lucky taste better?
[Man leaning on farm implement]
(In Farm journal, Oct. 1954, p.
13) Appl. author: Batten, Barton, Durstine & Osborn, inc.
(*) 13Sep54: KK102257.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Man standing in doorway] (In
Country gentleman, Sept. 1954)
Appl. author: Batten, Barton, Durstine & Osborn, inc. © 25Aug54;
KK102255.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Man standing in field; horses
grasing] (In Weekly star farmer,
Nov. 3, 1954) Appl. author: Batten, Barton, Durstine & Osborn,
inc. © 3Nov5h: KK102267.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better? To
me, taste is the big thing in a
cigarette, says Jack Sharkey. (In
True, July 1954) Appl. author:
Batten, Barton, Durstine & Osborn,
inc. © 20Jun54; KK98361.

AMERICAN TOBACCO COMPANY. ©
What makes a Lucky taste better?
[Two men conversing] (In Weekly star farmer, July 7, 1954) Appl.
author: Batten, Barton, Durstine & Osborn, inc. © 7Jul54; KK102266.

What makes a Lucky taste better?

[Young man with lighter, girl with cigarette] (In San Francisco forty-niners, Aug. 30, 1954)

Appl. author: Batten, Barton, Durstine & Osborn, inc.

BAug54;

KK102262.

AMERICAN TOBACCO COMPANY.

The whole Lucky Strike gang wishes you a happy Christmas ... [From Time, Dec. 4, 1950, back cover] (Cigarettes) Sheet. (BH-5C)

© The American Tobacco Co.; 30Nov50; KK57241.

AMERICAN TOBACCO COMPANY, INC.

Wild tobacco species contribute to
success of resistant varieties.

(Tobacco research) Adv. from the
Kentucky farmer, May 1952, p. 5.

Appl. author: Carl Camenisch Advertising, inc. © The American
tobacco Company, inc.; lMay52;
KK73102.

AMERICAN TOBACCO CONPANY.

Winter cover crops can enrich tobacco land. (Tobacco) Adv. from the Kentucky farmer, Sept. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Sep52; KK77239.

AMERICAN TOBACCO COMPANY .

Years of research pioneering guarantee Luckies are a finer cigarette! [Research laboratory building at top; four laboratory acenes below] (Tobacco) Sheet. The American Tobacco Co.; lijuli9; KK39296. AMURICAN TOBACCO CO., New York.
Yes, L. S./M. P. T. [Leaf ad,
girl's head] (Cigarettes)
Clipping. © 2Augl7; KK15398.

AMERICAN TOBACCO COMPANY

Yes, L.S./M.F.T. Lucky Strike means fine tobacco! [Bust of girl wearing big black bow and lighting a Lucky with match from monogrammed folder; likeness superimposed on large leaf of tobacco] (Tobacco) Sheet. C The American Tobacco Co.; 9Jull9; KK59293.

AMERICAN TOBACCO COMPANY ©.
You can believe in Santa Claus this
Christmas. Lucky Strike. (Cigarettes): Sheet from Chain store age.
Nov. 1951, p. 165. © 300ct51;
KK68240.

DEC 1 4 1951

American tobacco co. Your hit parade.

See

Series file in Unit A.

American tobacco co., claimant Your hit parade.

See

Your hit parade.

AMERICAN TOBACCO COMPANY ©.
Your Lucky Strike hit parade presents
to all our friends ... (Cigarettes)
Sheet from Variety, Aug. 29, 1951,
p. 37. © 29Aug51; KK68228.

DEC 1 4 1951

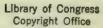
AMERICAN TOBACCO COMPANY O.
Your Lucky Strike hit parade returns
this week. (Cigarettes) Sheet
from Variety, Sept. 5, 1951, p. 45.
© 58ep51; KK68227.

DEC 1 4 1951

AMERICAN TOBACCO CO.

See

American.



AMERICAN Tobacco Company. SEE L.S./M.F.T. MU5206.

NOV 2 7 1950

AMERICAN Tobacco Company, inc. SEE Leave It To Joan (Radio program commercial) AMERICAN Tobacco Company. SEE Leo Ditrichstein holds an Omar. Rhh029. AMERICAN Tobacco Company. SEE Leon Errol holds his Omar like this. Rhh030. AMERICAN Tobacco Company. SEE Louis Joseph Vance's hand holding a package of Omer cigarettes. Rhh031. AMERICAN Tobacco Company. See Lucky Strike Means Fine Tobacco. MU1470. THE AMERICAN Tobacco Company. SEE Lucky Strike Salesman's Movie 48-A. MU2906. AMERICAN Tobacco Company. SEE
Raymond Hitchcock's hand holding an
Cmar. Rhh027.

AMERICAN Tobacco Company. SER Tom Masson holding an Omar. Rido26.

AMERICAN Tobacco Company. SER William S. Hart holds an Omar. Rhip028.

AMERICAN Tobacco Company. SEE Your Hit Parade (Radio program)

AMERICAN TOBACCO COMPANY. SEE Your hit parade (Television program)

AMERICAN Tobacco Company, inc. SEE Your Hit Parade On Parade (Radio program)

THE AMERICAN Tobacco Co., inc. SEE Your Hit Parade (Radio program)